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ABSTRACT

This guide is intended as a compilation of literature pertaining to prevention of alcoholism from 1973 to the present, with the exception of a very few earlier, highly significnat documents. Materials cited were gleaned from searches of the National Clearinghouse for Alcohol Information database, Dissertation Abstracts, ERIC, Hazelden Foundation Alcohol Data Base, Magazine Index, Social Sciences Index, Reader's Guide to Periodical Literature, Psychological Abstracts, and materials from the Rutgers Center of Alcohol Studies. The categories referenced include the following: (1) history; (2) current policies and philosophies; (3) prevention programs; (4) highway safety and public health; (5) alcohol education; (6) training; (7) legislation and alcoholic beverage control (ABC); and (8) evaluation. A section on audiovisual and multimedia materials and information sources/organization is also provided as well as an author index. (Author/HLM)

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ALCOHOLISM PREVENTION:

Guide to Resources and References

Developed by
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PREFACE

This guide is intended as a compilation of literature pertaining to the prevention of alcoholism. Materials were chosen for inclusion by virtue of their quality; their specific relevance to alcoholism prevention, as opposed to the broader topic of drug abuse prevention; and their emphasis on primary prevention. Subject areas considered to cover the problem were selected and materials were classified accordingly. Even with the exclusion of secondary and tertiary approaches, prevention—and its literature—is multi-faceted. In the interest of accurate referencing and usefulness, therefore, some materials that do not conform to a discreet subject category appear more than once. In order to ensure that the guide is up to date, yet does not exclude important literature from the recent past, a 6-year span was chosen as the time period referenced. Therefore, only materials from 1973 to present—with the exception of a very few references to earlier, highly significant documents—have been included. We hope in this way to provide a comprehensive document of high quality that will be a useful tool to those interested in the prevention of alcoholism, particularly to administrators, educators, and policy makers.

Both primary and secondary document sources were searched. Documents in the NCALI data base were examined for content and for leads to other prevention literature. The following computer data bases and secondary source publications were also searched:

Alcohol Education Materials (Rutgers Center of Alcohol Studies)
Comprehensive Dissertation Index, 1861–1972
ERIC (Educational Resources Information Center)
Hazelden Foundation Alcohol Data Base
Journal of Studies on Alcohol (Rutgers Center of Alcohol Studies)
Magazine Index
Psychological Abstracts
Readers' Guide to Periodica. Literature
Social Sciences Index

In addition to performing these searches, an attempt was made to cite the "fugitive literature" (documents not available through usual publication sources) on the subject.

Books, materials published in journals, and papers included in conference proceedings should be available at medical libraries and larger university and public libraries.

HISTORY

Bestman, K.J. *Recommendations for Future Federal Activities in Drug Abuse Prevention.* National Institute on Drug Abuse, 1977. 26 pp.

This pamphlet reviews the historical development of Federal drug abuse prevention programs, assesses their impact, reflects activities and themes, and recommends specific national prevention goals.

Chafetz, Morris E. Alcoholism: Drug dependency problem number one. *Journal of Drug Issues,* 4(1):64–68, 1974.

Statistics on the human and economic costs of alcohol abuse and alcoholism, and landmark legislation to deal with the complex problems, are cited. The failures of past alcoholism programs and attitudes which contributed to such failures are decried, and a new and massive effort emphasizing both treatment and preventive education is advocated.

Daniel, Ralph. Ounce of poor prevention (is worth a pound of pure manure). *Journal of Alcohol and Drug Education,* 22(3):35–41, 1977.

An assessment is made of the progress to date of alcoholism prevention programs. Prospects of prevention are broken down into the following three major areas: (1) Fortifying personalities to better tolerate life stresses; (2) Reducing the stresses that force people into alcoholic escape; and (3) Modifying social drinking customs that perpetuate high alcohol consumption.

Davis, Robert. Prevention of alcohol problems: What has been tried—with what success. In: *Prevention of Alcohol Problems. A Challenge to Health Education, Proceedings of a Conference.* New York, NY: New York University, 1976. pp. 12–23.

Policies and strategies of NIAAA's State Prevention Coordinator Program are discussed in terms of their national training program. Three major policies have been emphasized: (1) The promotion of the responsible use of alcohol; (2) The encouragement of primary prevention activities; and (3) The development of comprehensive community programming. (11 references)

Edwards, Griffith. Alternative strategies for minimizing alcohol problems; coming out of the doldrums. *Journal of Alcoholism,* 10:45–66, 1975.

The history of alcoholism prevention strategies is reviewed. Renewed interest in prevention dates from about 1960. There is no unanimity on methods, but 15 assumptions constituting common ground are described. Representatives of various disciplines should meet to state their assumptions, models, methods of operation and research results.

———. Epidemiology applied to alcoholism. *Quarterly Journal of Studies on Alcohol,* 34(1):28–56, 1973.

The uses of epidemiological studies of alcoholism are discussed in the context of a comparative evaluation of two different types of surveys. It is suggested that epidemiological studies can be useful in evaluating efforts at prevention. (74 references)

Globetti, Gerald. Approaches to the control of alcoholic beverages in the United States. *Journal of Drug Issues:* 260–266, Summer 1973.

This paper presents an outline and historical review of past attempts to control alcohol use and abuse.

Howerton, Paul W. Memorandum: European trip report. *Addictions* 4(1–2): 7–9, 1975.

The author reviews alcoholism prevention and control measures in West Germany, Belgium, Austria, Switzerland, France, and England. Great Britain seems to have the most active and progressive alcohol education programs.

Knipping Paul A., and Maultsby, Maxie C. Rational self-counseling: Primary prevention for alcohol abuse. *Alcohol Health and Research World*, 2(1):31–35, 1977.

Rational self-counseling (RSC), based on therapy formulated by Albert Ellis (1962) and learning theories of Skinner, Mowrer, Rotter, and others, is advocated as an effective approach not only in treating alcoholism, but also in prevention. The authors cite previous studies that showed RSC to be an effective primary prevention experience for university students. (16 references)

Reeve, David E. "Abstinence: Reassessment and Recommendations." Presented at: 11th Annual Conference of the Canadian Foundation on Alcohol and Drug Dependencies (Toronto, Ontario), 20–25 June 1976. 16 pp.

A history of abstinence is offered, including a study of the methods of both religious and secular groups who espouse abstinence, a brief reappraisal of the temperance movement, causes leading to the decline of such groups, and recommendations to assess the potential within the present social context for new groupings of voluntary abstainers as one approach to prevention.

Weissbach, Theodore A., and Vogler, Roger E. "Implications of a Social Learning Approach to the Prevention and Treatment of Alcohol Abuse." Presented at: 4th Annual Summer Conference of the Alcoholism and Drug Abuse Institute (Seattle, Washington), 27–29 July 1977. 10 pp.

Advantages of the social learning model of alcoholism prevention and treatment are discussed in connection with reportedly successful research aimed at teaching moderation to alcohol abusers. A brief history of conceptual models of alcoholism is offered to put the prevention and treatment problems into perspective. (9 references)

CURRENT POLICIES, STRATEGIES AND METHODS, PHILOSOPHIES

"Alcohol and Drug Abuse Education Programs." Report, U.S. Office of Education, Washington, D.C., May 1977. 16 pp.

The U.S. Office of Education program for development and support of classroom teacher training in alcoholism prevention in 55 States and territories is briefly summarized. Included is information on program goals and strategies, initial demonstration projects, and program decisions stemming from early experience. The effectiveness of demonstration models and research projects representative of this new teacher-training approach is discussed, and the outlook for the program in general is assessed.

Al-Mukhtar, A. Alcohol licensing and its means in the Arab countries. In: *Papers Presented at the 20th International Institute on the Prevention and Treatment of Alcoholism.* Lausanne, Switzerland: International Council on Alcohol and Addictions, 1974. pp. 27–33.

The Arab countries are placed in three descriptive groupings regarding restriction and control of alcohol use. Charts showing the system of control used by eight Arab countries are presented.

Bacon, S.D. On the prevention of alcohol problems and alcoholism. *Journal of Studies on Alcohol*, 39:1125–1147, 1978.

The author defines prevention and delineates eight basic requirements for programs designed to prevent alcohol problems. He also describes three areas of data compilation that are prerequisite to implementation of a prevention program.

Babow, Irving. Functions and dysfunctions of alcohol: A sociological perspective. *Journal of School Health*, 44(8):423–427, October 1974.

The author suggests that alcohol use is both functional and dysfunctional for the individual and society. A reasonable strategy for intervention in alcohol abuse and alcoholism and for prevention of these conditions is to improve the positive function of alcohol and to reduce the dysfunction. Some of the positive functions are encouraging drug-free alternatives to alcohol use for those who prefer not to drink, thus fostering a social environment which does not reinforce alcohol use to the point of abuse, and developing socially responsible use of alcohol by those who choose to drink.

Beauchamp, Dan E. The alcohol alibi: Blaming alcoholics. *Society*, 12(6):12, 14–17, 1975.

According to the author, explaining alcoholism in terms of individual anomalies protects a powerful alcohol industry and the drinking public from the threat of more stringent public controls and from the realization that stronger ethical and cultural norms limiting the availability and use of alcohol are needed; above all, it provides an alibi for the alcohol industry. Also, referring to alcoholism as a disability stigmatizes and differentiates alcoholics from other drinkers, further encouraging the idea that the entire drinking public should not bear the cost of alcoholism prevention.

———. Alcoholism as blaming the alcoholic. *The International Journal of the Addictions*, 11(1):41–52, 1976.

It is advocated that alcohol problems be defined solely in terms of harmful levels of alcohol, focusing directly on the substance of alcohol itself.

Implications of this theory are discussed in terms of a preventive policy for alcohol problems. (15 references)

——— Exploring new ethics for public health: Developing a fair alcohol policy. *Journal of Health, Politics, Policy and Law*, 1(3):338–354, Fall 1976.
The responsibility for controlling and reducing alcoholism must be assumed by all involved in the manufacture, sale, or consumption of alcohol, and all citizens should share the burden of reasonable restrictions on health hazards. A new alcohol policy based on just and reasonable limits on the availability, marketing, and consumption of alcohol is outlined. (42 references)

Beavan, Winton H. Toward prevention. *Listen*, 26(4):10–11, 1973.
Recommendations for the prevention of alcohol-created problems are presented. Specifically, the author suggests: (1) Education of the medical profession in these problems; (2) More stringent laws on drinking and driving and unvarying enforcement of these laws; (3) Bans by all governments on all advertising of alcoholic beverages; and, most important, (4) Control of the production and limitation of the consumption of alcoholic beverages by a nonprofit organization maintained by the State.

Blane, H.T. Education and mass persuasion as preventive strategies. In: Room, R. and Sheffield, S., eds. *The Prevention of Alcohol Problems: Report of a Conference*. Sacramento: Office of Alcoholism, 1976, pp. 255–288.
Past and present education and mass persuasion campaigns on alcohol are reviewed, and implications of, and problems involved in, the implementation of such campaigns are examined. Various factors pertinent to mass communication efforts are discussed, including themes, target groups, modes of communication, message preparation and presentation, extent and depth of coverage, and effects. The lack of sufficient evaluative research on propaganda is noted, as are other problems such as poor coordination among campaign originators, low credibility and personal relevance of messages, the lack of a generally accepted alcoholism policy, and the low visibility of alcohol problems as a public issue. (88 references)

———. Health education as a preventive strategy. In: *Summary Proceedings, Tripartite Conference on Prevention*. Washington, D.C.: Alcohol, Drug Abuse, and Mental Health Administration, 1977. pp. 47–51.
It is stated that the twin tasks of nonmedical health education are the substitution of new behaviors for problematic behaviors, and the primary preventive task of educating against problematic behaviors before they begin. It is contended that nonmedical health education must adopt and adapt the methods of its medical counterpart if it is to succeed. Analysis of successful campaigns reveal several common factors: 1) the adopted policy has the overwhelming approval of the majority, 2) the approved policy has been implemented by judicious use of the media (i.e., planning the message so as to get maximum response from the target audience). In conclusion, it is stated that nonmedical health education can be made to work as a measure of prevention. (4 references)

———. Issues in preventing alcohol problems. *Preventive Medicine*, 5:176–186, 1976.
Four models for prevention of alcohol problems are described: (1) Social science; (2) Traditional public health; (3) Distribution of consumption; and (4) Proscriptive. It is suggested that the separation of preventive

activities from rehabilitative services is necessary for the emergence of a comprehensive alcohol policy. (18 references)

Bloom, Bernard L. "Primary Prevention: Opportunities and Problems." Presented at: Alcohol, Drug Abuse, and Mental Health Administration Annual Conference of the State and Territorial Alcohol, Drug Abuse, and Mental Health Auth[illegible] Denver, Colorado), 26 October 1976. 13 pp.

Researc[illegible] onceptualization in primary prevention have been affected by two im[illegible]ant developments occurring over the past decade or two. The first development has been a gradual shift in attention from predisposing factors in psychopathy to precipitating factors. The second development has been a gradual shift from thinking about the prevention of specific disorders to the prevention of disorders in general. (18 references)

Bourne, Peter G. Approaches to drug abuse prevention and treatment in rural areas. *Journal of Psychedelic Drugs*, 6(2):285–289, April 1974.

This article discusses drug abuse treatment strategies appropriate for small urban and rural communities. Drug usage is viewed as symptomatic of broader societal problems, and the possibility of a community's concern for drug abuse being channeled into concern for alcohol and tobacco abuse is suggested.

Brenner, M.H. "Discussion of Reginald D. Smart, 'Availability and the Prevention of Alcohol-Related Problems.'" Presented at: NIAAA Seminar on Normative Approaches to the Prevention of Alcohol-Related Problems (San Diego, California), April 1977. 37 pp.

In the original paper the author concentrated on "physical" availability of alcohol. He found, after controlling for personal income and urbanization, no significant relationship of availability to alcohol consumption or alcoholism. This discussion emphasizes the need for consideration of all norms that bear upon alcohol use, both in evaluating a prevention policy and in forming normative approaches to prevention.

Brotman, Richard, and Suffet, Frederic. The concept of prevention and its limitations. *Annals of the American Academy of Political and Social Science*, 417:53–65, January 1975.

An economic, or supply-demand, model is proposed for the concept of prevention. Under this model, prevention is defined as the attempt to reduce the demand for drugs. Four strategies for reducing demand are discussed. The limitations of each strategy are discussed and, because of the prevalence of recreational patterns of moderate drug use, it is concluded that the prevention of all illicit drug use is not an achievable goal.

Bruun, Kettil; Edwards, Griffith; and Lumio, Martti. *Alcohol Control Policies in Public Health Perspective*, Vol. 25. Helsinki: Finnish Foundation for Alcohol Studies, 1975. 106 pp.

The authors state that various control measures have affected levels of alcohol consumption and, indirectly, alcohol-related problems. Possible alcohol control policies are outlined. It is suggested that the use of control as a strategy for prevention should be considered as an integral part of any comprehensive alcohol policy.

Bruun, K.; Pan, L.; and Rexed, I. *The Gentlemen's Club; International Control of Drugs and Alcohol*. Chicago: University of Chicago Press, 1975. 338 pp.

The authors' plea for alcohol control includes a departure or at least a deviation from the current meaning of control. They advocate a shift in

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goals from preventing drug abuse and dependence to minimizing the harmful effects of dependence. One course of action might be to minimize alcohol consumption and thereby mitigate its harmful effects. This sort of goal, its proponents argue, lends itself to clear, practical operational definition; policies directed at achieving it could be evaluated easily, and it is compatible with past successes because it focuses on institutional actions rather than on individual behavior.

Cahalan, Don. Can alcoholism be defeated? *Sciences*, 17(2):16–19, 1977.
The author reviews the difficulties arising from the limited scope of various programs, the contentiousness of different institutions in the alcoholism field, and policies which have largely neglected the primary prevention approach to alcohol problems.

———. "Implications of Drinking Practices and Attitudes for Prevention and Treatment of Alcoholism." Report, University of California School of Public Health, Berkeley, 1975, 18 pp.
Principal findings from 15 years of research into American drinking practices and problems as measured through surveys of the general adult population are summarized. The discussion is focused primarily on findings from national surveys reported in 1969, 1970, and 1974. Comments concerning the implications of these findings include the observation that if there is any hope of improving alcoholism treatment, more effort must be made to change the values and attitudes of problem drinkers. (30 references)

Chafetz, Morris E. Address to the 1st Annual Conference of the Distilled Spirits Council of the United States (Scottsdale, Arizona), 8 January 1974. 18 pp.
A partnership between NIAAA and the licensed beverage industry in the battle against alcohol abuse and alcoholism in the United States is advocated. The director of NIAAA urges the industry to confront these issues and to take the lead in efforts to instill new levels of responsibility and respect for alcoholic beverages in American society.

———. Address to the 16th Annual Institute of Alcohol Studies (Austin, Texas), 22 July 1973. 23 pp.
Special emphasis is placed on the need for effective, quality alcoholism treatment programs and preventive education programs, the latter focused primarily on the alcohol problems of youth. The control of alcoholism is seen to have profound implications for the general welfare of society.

———. "Need for Community Involvement in Drug Abuse Prevention." 25 June 1973.
The author contends that tremendous amounts of money and energy have been spent to combat the drug problem in what now appears to be largely counterproductive ways. Education on alcohol and alcohol abuse must be integrated into the lives of the people. The government cannot hope to provide preventive education alone. The assistance of community and social organizations is also necessary.

———. Prevention of alcoholism in the United States utilizing cultural and educational forces. *Preventive Medicine*, 3:5–10, 1974.
Primary methods of preventing alcoholism, particularly those that will reduce the possibility of persons using alcohol to solve their life problems, are described. A preventive program is advocated in which educational institutions would provide theoretical information about alcohol and its use, with emphasis on the benefits as well as the deficits of alcohol.

———. Problems of reaching youth. *The Journal of School Health*, 43(1):40–44, 1973.

The concept "education for living" is proposed as one method of reaching young people on the subject of alcohol abuse. Rather than depending solely on laws, we must look toward parental, school, and community guidance to prepare our youngsters for responsible participation in a society where 68 percent of adult persons drink. The author contends that we must develop a culture that deemphasizes drinkingfor the sake of drinking. Alcohol should be an adjunct for those who choose to drink, not the purpose or the means by which we function. (2 references)

———. Statement before the Subcommittee on Special Studies, House Committee on Government Operations, 10 July 1973. 13 pp.

Alcoholism is seen as a microcosm of all the unmet problems of civilized society. Its control is therefore advocated as a significant step toward general social welfare.

Coley, Hamp. The road ahead in community planning for alcohol services development from the voluntary organization perspective. In: Chafetz, Morris, ed. *Proceedings of the 4th Annual Alcoholism Conference of the National Institute on Alcohol Abuse and Alcoholism*. Washington, DC: Government Printing Office, 1975. pp. 350–356.

The author discusses the changing patterns of the Federal Government's participation in the support of human services at the state and local level and the strategies for involving human services agencies not having alcohol abuse as their primary concern, in an effort to include prevention of alcoholism in their service programs.

Davies, D.L. Implications for Medical Practice of an Acceptable Concept of Alcoholism. In: Kessel, N.; Hawker, A.; a Charlke, H., eds. *Alcoholism: A Medical Profile; Proceedings of the First Medical Conference on Alcoholism, London, 10–14 September 1973*. London: Edsall, 1974. pp. 13–22.

The author defines alcoholism as "the intermittent or continual ingestion of alcohol leading to dependency or harm." He rejects both the ideas of "problem drinking" and "disease" of alcoholism. From the prevention standpoint, more attention should be given to social and occupational factors susceptible to modification, and less to the internal milieu of the individuals affected.

DeLint, Jan. "Estimating the Magnitude of 'Alcoholism': The Elusive Nature of the Problem, Establishing and Interpreting Rates of Excessive Alcohol Use and Alcohol-Related Mortality, Current Trends and the Issue of Prevention." Presented at: 31st International Medical Conference on Alcoholism of the Medical Council on Alcoholism (London, England), 10–14 September 1973.

The author discusses the problems of defining "alcoholism" for purposes of prevalence estimation. He argues that efforts toward establishing and interpreting rates of alcohol abuse and alcohol-related deaths would be more practical. Epidemiological methods commonly used for this purpose are reviewed. The question of how to halt or reverse the current trends in alcohol abuse is raised.

———. Prevention of alcoholism. *Preventive Medicine*, 3:24–35, 1974.

Methods used by epidemiologists in the field of alcoholism, such as prospective, retrospective and coincidence types of investigations, are described. It is recommended that governments adjust taxes as often as required to maintain a constant relationship between the price of alcohol and disposable income. (65 references)

Durning, Kathleen, and Jansen, Erik "Problem Drinking and Attitudes Toward Alcohol Among Navy Recruits." Report, Navy Personnel Research and Development Center, San Diego, California, 1975. 48 pp.

A large proportion of recruits had experienced drinking problems before joining the Navy. It is suggested that Naval programs to ameliorate problem drinking must focus not only on prevention, but also on the reversal of existing peer-reinforced drinking habits and attitudes. (11 references)

Faris, D. The prevention of alcoholism and economic alcoholism. *Preventive Medicine*, 3:36–48, 1974.

The social-health approach to the prevention of alcoholism, recommended by the Liquor Regulations Committee of the Saskatchewan Legislature (Canada), seeks to use public policy to minimize the cost to society of the misuse of alcohol. Two different ways to achieve this objective are advanced; a social-health approach that seeks to combine these two views is outlined.

Flint, R. Teenage drinking. *Journal of Alcoholism*, 9(3):84–94, 1974.

Teenage drinking is examined and basic figures on the prevalence of drinking among teenagers in five urban areas of Scotland are presented. A preventive measure for both alcoholism and other disorders, the Children's Hearing System of Scotland, is reviewed. Recommendations for prevention and treatment of alcoholism are included. (12 references)

Fort, Joel. *Alcohol: Our Biggest Drug Problem . . . and Our Biggest Drug Industry*. New York: McGraw-Hill, 1973. 185 pp.

The author defines alcohol as a drug which has created America's biggest drug problem. Education and prevention are seen as the only solutions to the problems of alcohol abuse and alcoholism.

Glatt, M.M. The prevention of alcoholism. *Nursing Times*, 71(26):1013–1020, 1975.

Primary preventive measures include differential taxation of alcoholic beverages based on alcohol content; limiting the availability of alcohol; restricting advertising; health education programs directed at high-risk groups and professionals; and altering the environment, such as slum clearance and improved housing and income. Secondary prevention through early identification is possible in high-risk populations, such as children of alcoholics and suicide attempters. Treatment of alcoholism can be an important preventive measure if the emotional security of the children is thereby improved.

Green, J. 40 gallons a head—alcohol in Alice. *Australian Journal of Alcoholism and Drug Dependence*, 3:5–6, 1976.

A report on excessive drinking in Alice Springs, Northern Territory, Australia, based on the findings of a recent survey, is briefly reviewed. Most people thought that alcohol problems could best be prevented by providing more opportunities for employment and recreation and by improving the living conditions; legal measures were also suggested. A committee composed of individuals and representatives of different organizations has been formed to implement the recommendations of the report.

Hanson, David J. Social norms and drinking behavior: Implications for alcohol and drug education. *Journal of Alcohol and Drug Education*, 18(2):18–24, 1973.

Scientific research studies which explore the relationship of drinking to alcoholism and examine social factors pertaining to alcohol and drug

abuse are reviewed. It is noted that one-sided, negative alcohol education runs contrary to the experiences of many young people, thereby reducing the believability of all teaching on the subject of alcohol and drugs. (35 references)

Harper, Frederick D., and Dawkins, Marvin P. Alcohol abuse in the black community. *Black Scholar*, 8(6):23–31, 1977.

Prevention programs aimed at a revision of attitudes and values contributing to alcohol abuse among blacks are advocated. In line with this objective, suggestions on alcoholism problem prevention for individual black drinkers and their loved ones are provided. (35 references)

Hertzman, Marc. NIAAA: Past, problems, and progress. *Contemporary Drug Problems*, 5(1):45–56, 1976.

The main challenges confronting the National Institute on Alcohol Abuse and Alcoholism are discussed by the former executive assistant to the director of that organization. Included is substantially increased attention to the prevention of alcoholism and drug abuse. (5 references)

Hetzel, B.S. The prevention and control of alcoholism in Australia. *Australian Journal of Alcoholism and Drug Dependence*, 2:17–22, 1975.

According to the author, a significant reduction of alcoholism and heavy drinking can be achieved only by curbing the average level of consumption. Education should be directed against heavy drinking. New legislation that would curb advertising and restrict availability of alcohol is essential, as is the need for the expansion of health and welfare services and alcoholism research.

Hyde, Margaret O. *Alcohol: Drink or Drug?* New York: McGraw-Hill, 1974. 157 pp.

The author provides information about the positive and negative aspects of alcohol and discusses current research findings on the treatment and prevention of alcoholism. It is emphasized that the prevention of alcoholism cannot be accomplished by punitive methods or prohibition.

Ilic, A.; Poleksic, J.; and Peric, O. Problems of prevention of alcoholism. In: Tongue, Eva, and Adler, Zsuzsanna, eds. *Papers Presented at the 19th International Institute on the Prevention and Treatment of Alcoholism.* Lausanne, Switzerland: International Council on Alcohol and Addictions, 1973, pp. 84–94.

The authors discuss certain essential problems connected with the prevention of alcoholism and appeal for a coordinated, multidisciplinary effort to deal with these problems.

Ingraham, Richard C. "The Ecology of Prevention." Presented at: Meeting of the Western Psychological Association (Portland, Oregon), 27 April 1972. 12 pp.

Ecological approaches to primary prevention are described which place major emphasis upon the role of the community and the interdependent interaction of its subsystems: the individual, the small group, and the organization. In embarking on a significant effort at primary prevention, the following questions need to be addressed: who will be dealt with, who can provide services, how long efforts will be made before assessment of the effects, when prevention processes will be available, and where prevention processes will be applied. It is concluded that prevention has to do with the quality of the interactions and the degree of effectiveness of the primary institutions of a community in providing each person with increments of strength for coping with life.

Jessor, Richard, and Jessor, Shirley. "Toward a Social-Psychological Perspective on the Prevention of Alcohol Abuse." Presented at NIAAA Conference on Normative Approaches to Alcoholism and Alcohol Problems (Coronado, California), 26–28 April 1977. 18 pp.

The role a social-psychological theme plays in providing a perspective on prevention is addressed in this paper. The two major models for prevention—the normative model and the distribution of consumption model—were considered and deemed conceptually parochial. Primarily, the authors suggest that there exists a framework for alternative prevention approaches and that these approaches should receive attention in the prevention field. (10 references)

Kalb, M. The myth of alcoholism prevention. *Preventive Medicine*. 4:404–416, 1975.

The current model of alcoholism prevention is based on three premises: (1) That awareness of "facts" about alcohol leads to a change in drinking; (2) That prevention programs centered around negative consequences of drinking will discourage excessive consumption; and (3) That a medical primary and secondary prevention model is applicable to alcohol education. The author contends that each of these premises has at its core some invalid statement. Until the cause of alcoholism is known, a primary prevention model is incongruous.

Kuzper, Meyer; Ryback, Ralph; and Hertzman, Marc. *Preliminary Aspects of Modeling and Simulation for Understanding Alcohol Utilization and the Effects of Regulatory Policies*. Springfield, VA: U.S. Department of Commerce, National Technical Information Service, 1976. 192 pp.

An introductory demonstration of the use of simulation and modeling in the study of alcoholism is designed to show the interactions of factors influencing the use of alcohol and the role of regulatory policies in alcoholism prevention. Preliminary research results suggested the feasibility of simulating alcoholism problems to guide experimental studies and to analyze regulatory policies as they affect alcoholism and the alcoholic beverage industry. (24 references)

Keller, M. The disease concept of alcohol revisited. *Journal of Studies on Alcohol*. 37(11):1664–1717, November 1976.

The history of the disease concept of alcoholism is outlined and recent opposition to that conception and reasons for that opposition are discussed. As addiction constitutes a disablement in the medical sense, it is concluded that alcoholism is properly defined as a disease.

Kessel, N.; Hawker, A.; and Chalke, H., eds. *Alcoholism: A Medical Profile; Proceedings of the 1st Medical Conference on Alcoholism, London, 10–14 September 1973*. London: Edsall, 1974, 203 pp.

The major topics of the meeting included concepts and models of alcoholism, its etiology and epidemiology, and its treatment and treatment goals with special reference to community-oriented therapy. The volume's theme is much broader than the traditional medical perspective. It is noted that the medical and disease models of alcoholism are changing. A number of authors highlighted psychological, environmental, socioeconomic, and other variables.

Kraft, David P. "Alcohol Education and Prevention: Implications for Programming at the University Level." Presented at: Symposium on Drinking among College Students (Boston, Massachusetts), 10–11 March 1978, 21 pp.

The author strongly endorses a problem-oriented, "disaggregated" approach to prevention programming, both because of the comparatively higher risk of acute consequences than remote or chronic ones and because of the possibility of measuring the effects of prevention efforts with such a model. He proposes possible educational methods, suggests criteria for arriving at a final strategy, and discusses program evaluation. (6 references)

———. Strategies for reducing drinking problems among youth: College programs. In: Blane, H.T., and Chafetz, M.E., eds. *Youth, Alcohol and Social Policy*. New York: Plenum, in press.

Four perspectives, or "assumptions," on alcohol use are discussed. After presenting the "Public Health" model of prevention (i.e. primary, secondary, and tertiary aspects), the author delineates various college approaches to primary and secondary prevention in light of the four assumptions. Three general methods of intervention are discussed and illustrated, often with specific programmatic examples: 1) change the drinking behavior, 2) change the reaction to, or consequences of, the drinking, 3) insulate the behavior from the potential problem or reaction. The pervasive tenet is that most college programs attempt to prevent alcohol-related problems by changing beliefs and attitudes, although regulatory methods are often used as well. (63 references)

Levande, D.I. Family theory as a necessary component of family therapy. *Social Casework*: 291–295, 1976.

Three contemporary approaches for the study of the family with implications for intervention methods directed toward the total family system are discussed.

Levy, Marc, and Madison, Vern. "Communitywide Alcohol and Drug Abuse Primary Prevention." 1975. 24 pp.

A conceptual model is presented for understanding the nature and causes of abusive behavior based upon the dynamics between coping and stress, with an emphasis on the interrelationship between individual behavior and social-environmental influences. This model is directed towards primary prevention programs and the development of strategies to deal with the abuse problem. Successful primary prevention strategies must be based on a community systems approach that is ecological, community-wide and community-based. (18 references)

Louria, Donald B.; Kidwell, Allyn P.; and Lavenhar, Marvin A. Primary and secondary prevention among adults: An analysis with comments on screening and health education. *Preventive Medicine*, 5:549–572, 1976.

The major diseases afflicting adults in the United States and their susceptibility to primary (risk factor modification) and secondary (early intervention) prevention approaches are reviewed. To make more effective both primary and secondary approaches to medicine, the authors propose a 10-point program of selective screening and risk factor modification that is deemed achievable, practical, and acceptable to consumers. (135 references)

Masi, Dale A. "Family Perspectives in Being Assigned Overseas." Presented at: International Conference on Alcoholism in Multi-National Operations (Boston, Massachusetts), 28–29 April 1977. 14 pp.

The problems of occupational alcoholism programming as they relate to employees of American firms who are assigned overseas are briefly discussed. Specific prevention and treatment strategies for companies with

overseas departments are proposed, the emphasis being on a systems approach comprising education, orientation, and prevention programs backed up by adequate treatment facilities and services. (5 references)

McManus, Margaret. Prevention Model Replication speech. Presented at: NCA National Alcoholism Forum (San Diego, California), 29 April-4 May 1977. 14 pp.

The Alcoholism Prevention Model Replication project of the National Institute on Alcohol Abuse and Alcoholism (NIAAA) is briefly reviewed. The author explains what replication is, why it is being done, what the goals of replication are, and how NIAAA intends to achieve these goals.

McPheeters, Harold L. Primary prevention and health promotion in mental health. *Preventive Medicine*, 5:187–198, 1976.

A model for conceptualizing and programming of primary prevention and promotion in all of the human services is offered, with special attention to mental health functioning. Strategies for both primary prevention and promotion may be directed to individuals or to the environment; but, in either case, the targets and the strategies must be clearly identified. Programs are often too global or too diffuse to be effective or credible. Working in closed social systems and sharp evaluation will help correct these problems. (15 references)

Noble, Ernest P. Address at the National Alcoholism Forum (San Diego, California), 30 April 1977. 37 pp.

The basic objectives of prevention strategy are elaborated. The application of prevention models is illustrated with reference to the NIAAA-funded Boys Harbor Teenage Alcohol Abuse Prevention Program in New York.

Nowem-Hebeisen, Ardyth A., and Lucas, Mark S. Developmental model for primary prevention of chemical abuse. *Journal of Drug Education*, 7(2):141–148, 1977.

A primary prevention model is described that focuses on educational practices and interventions which contribute to developmental growth of the individual and on enhancement of the supportive function of the school and community. Various uses of this developmental model are suggested. (13 references)

North, John W. "Triangle Approach to Alcoholism." Presented at: 24th Annual Meeting of the Alcohol and Drug Problems Association (Bloomington, Minnesota), 23–28 September 1973.

The author contends that the problem of alcoholism can never be solved if only casualties are treated. A program of prevention or "intervention" is suggested, involving three elements: community, job, and home. It is stressed that success in any of these three areas cannot be attained without support from the remaining two areas.

Nyström, Sune A. Overview of research in alcohol abuse. In: Cull, J., and Hardy, R., eds. *Alcohol Abuse and Rehabilitation Approaches*. Springfield, IL: Charles C Thomas, 1974. pp. 3–19.

Three aspects of prevention are discussed: primary prevention, which includes efforts to alter drinking habits and reduce the average consumption of alcohol; secondary prevention, consisting of early diagnosis and early treatment; and tertiary prevention, which is concerned with full treatment and rehabilitation. (52 references)

Parker, Douglas A., and Harman, Marsha S. The distribution of consumption model of prevention: A critical assessment. *Journal of Studies on Alcohol*, 39:377–399, 1978.

The conceptual framework and statistical foundation of the distribution of consumption model of prevention are examined and found wanting. It is argued that an alternative model offering more variables is necessary. (84 references)

Paterson, A.S. Dealing with alcoholism. *British Medical Journal* 2:1194, 1976.
The policy of the World Health Organization to seek to diminish alcohol consumption is supported and is contrasted with the policies of the U.S. and British Governments that allow the alcoholic beverage industry to steadily increase sales of alcohol. It is suggested that support of WHO policy should be the first consideration in choosing a leader of new services to control alcoholism in Britain.

Peacock, P.B.; Gelman, A.C.; and Lutins, T.A. Preventive health care strategies for Health Maintenance Organizations. *Preventive Medicine*, 4:183–225, 1975.
Recommendations are made in a number of areas, including mental health services, drug addiction and alcoholism. In the field of alcoholism primary prevention should include indoctrination in a sensible approach to alcohol as part of school health programs. If this is not included in the school curriculum, the HMO should provide such educational services. Children of alcoholics should receive special attention, including educational counseling. Secondary prevention of alcoholism, i.e., intervention before serious pathological changes have occurred, may be more successful.

Peer approach to prevention in Philadelphia. *Alcohol Health and Research World*: 10–13, Spring 1974.
In a peer approach to alcoholism prevention, a pilot project funded by NIAAA is using college students as models for high school students, high school students as models for junior high youth, and will eventually use junior high youth as models for elementary grade children. The models are tutoring troubled youth in academic subjects and jointly exploring facts about alcohol and the need for thoughtful decision-making about drinking.

Proceedings of the South African National Council on Alcoholism and Drug Dependence, No. 4. July 1973. 66 pp.
Presentations on alcoholism prevention and treatment are included in this report of the South African National Council on Alcoholism and Drug Dependence (SANCA).

Pyler, Ernie. Accepting the challenge . . . *The Brewer's Digest*: 6. December 1974.
An editorial is presented concerning the role of the brewing industry in prevention of alcohol-related problems. To continue and strengthen its traditional role as a civilizing influence within society, the brewing industry must pursue with greater vigor the challenge of ensuring, by education, encouragement, and restraint, the beneficial use of its products.

Robey, Floyd. "Kentucky's Task Force on Minority Alcohol Concerns—a Report." Presented at: NCA National Alcoholism Forum (San Diego, California), 29 April-4 May 1977. 14 pp.
This brief address comprises an elaboration of the development, growth, and some of the accomplishments of the Kentucky Task Force on Minority Alcohol Concerns. Conclusions based on the task force experience and proposals for meeting future treatment and prevention needs of black alcoholics are noted. (7 references)

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Robinson, David. Factors influencing alcohol consumption. In: Edwards, G., and Grant, M., eds. *Alcoholism: New Knowledge and New Responses.* Baltimore, MD: University Park Press, 1976. pp. 60–77

Certain theories and models of alcoholism prevention based on manipulation of supply and price are outlined, and control mechanisms for curtailing consumption are examined. (26 references)

Roman, Paul M., and Trice, Harrison M. Strategies of preventive psychiatry and social reality: The case of alcoholism. In: Roman, Paul M., et al., eds. *Sociological Perspective on Community Mental Health.* 1974.

Alcoholism and alcohol abuse, which tend to be classified on the borderline between deviant behavior and psychiatric disorder, are the focus of a critical evaluation as an area of intervention marked by a considerable range of preventive strategies. It appears that current attempts to prevent alcohol abuse are based largely on unwarranted assumptions, which may themselves be preventing prevention. (65 references)

Room, Robin. Attempt at synthesis. In: Room, Robin, and Sheffield, Susan, eds. *The Prevention of Alcohol Problems: Report of a Conference.* Sacramento: Office of Alcoholism, Health and Welfare Agency, State of California, 1976. pp. 311–337.

The objectives and goals of prevention are outlined. Control measures, treatment, education, mass persuasion, desensitization, alternatives to drinking behavior, and environmental manipulation are then each briefly discussed. A strategy aimed at one kind of problem with drinking may sometimes exacerbate other kinds of problems with drinking. A discussion among conference participants is recorded. (4 references)

———. Evaluating the effects of drinking laws on drinking. In: Ewing, John A., and Rouse, Beatrice A., eds. *Drinking Alcohol in American Society—Issues and Current Research.* Chicago, IL: Nelson-Hall, 1978. pp. 267–289.

Little systematic research has been conducted on the correlation of drinking control measures with drinking practice. Three hypotheses of alcohol control that are frequently explored in the literature are the "null" theory, the "constant proportion" theory, and the "inoculation" theory. These and other theories are defined and discussed. The author maintains that although a vast amount of research has been conducted and entered into the literature, it is from static studies rather than from studies of changing patterns. The result is that little cause-and-effect documentation is available for the control measures espoused.

Rosett, Henry L.; Ouellette, Eileen; and Weiner, Lyn. Prenatal clinic: A site for alcoholism prevention and treatment. In: *Currents in Alcoholism: Volume I.* New York, NY: Grune and Stratton, 1977. pp. 419–430.

The value of the prenatal clinic as a site for the prevention and treatment of alcohol-related problems is discussed in the light of the latest research on the hazards of alcoholism in pregnancy.

Sandmaier, Marian. "Women and Alcohol Abuse: A Strategy for Defense." Presented at: 104th Annual Meeting of the American Public Health Association (Miami, Florida), October 1976. 13 pp.

An alcohol abuse prevention model designed in accordance with the specific experiences and needs of the alcohol-abusing woman is presented. Various intervention strategies for prevention of female alcohol abuse are proposed. (26 references)

Schneiderman, Irene. Family thinking in prevention of alcoholism. *Preventive Medicine,* 4:296–309, 1975.

Alcohol prevention through family therapy is suggested as a possible mechanism for breaking the generational transmission chain of alcohol

abuse. It is recommended that family therapy be introduced and encouraged in treatment programs, alcohol education, and public information about alcohol abuse. (26 references)

Schmidt, W. "Public Health Perspectives on Alcohol Problems with Special Reference to Canada." Presented at: 11th Annual Conference of the Canadian Foundation on Alcohol and Drug Dependencies (Toronto, Ontario), 20–25 June 1976. 22 pp.

Models of prevention, such as one based on the disease concept and one based on the "integration theory," are examined. The author recommends increased governmental control of availability and cost of alcohol in order to decrease the level of consumption among the population. (26 references)

Schmidt, Wolfgang, and Popham, Robert E., *Alcohol Problems and their Prevention: A Public Health Perspective.* Toronto: Alcoholism and Addiction Research Foundation, 1978. 14 pp. Reprinted from *Proceedings of Health Research, Ontario, 1977.*

The authors cite the ineffectiveness of the classical disease concept of alcoholism as a model for prevention, as no definable cause can be found. Further, they note that, with increasing evidence of chronic effects from sustained low-level drinking, the emphasis in primary prevention should be on controlling consumption levels in the general population. They suggest a prevention strategy comprising: 1) taxation on alcoholic beverages that reflects disposable income per capita, 2) a moratorium on relaxation of alcohol control measures, and 3) an education program to increase public awareness of the personal and societal impact of consumption levels. (14 references)

———. An approach to the control of alcohol consumption. In: *International Collaboration: Problems and Opportunities.* Toronto, Canada: Addiction Research Foundation, 1978. pp. 155–164.

The control of alcohol consumption is discussed in the light of evidence that the level of consumption in a population is an important determinant of the prevalence of users of hazardous amounts. It is asserted that any control measure that affects overall consumption may also be expected to affect the prevalence of alcohol problems. At present, formulation of a control policy is constrained by unsatisfactory knowledge of the effects of most legal controls. The effect of price has been investigated more thoroughly than any other aspect of availability. The authors feel that, at this time, only limited recommendations for a health-oriented alcohol control policy can be justified. (5 references)

———. The single distribution model of alcohol consumption: A rejoinder to the critique of Parker and Harman. *Journal of Studies on Alcohol,* 39(3): 400–419, March 1978.

The authors defend both the premises for, and the significance of, the single distribution model of prevention, viz., inasmuch as the rate of heavy consumption of alcohol covaries with mean consumption in a population, and the probability of physical and social damage increases with heavy use, any measure that will reduce overall consumption is potentially important to a prevention program. They offer suggestions for stabilizing—as opposed to reducing—consumption. (48 references)

Seixas, Frank. Prevention of alcoholism: Guest editor's introduction. *Preventive Medicine,* 3:1–4, 1974.

Primary, secondary, and tertiary alcohol abuse prevention measures are examined. These include education in the public media and schools, a legislative and an organic approach, early case finding and treatment,

and the recovery and rehabilitation of people with well-established alcoholism. (11 references)

Shafii, Mohammad; Lavely, Richard; and Jaffe, Robert. Meditation and the prevention of alcohol abuse. *American Journal of Psychiatry*, 132(9):942–945, 1975.

The authors suggest that meditation could be an effective prevention method for potential users of alcohol, as well as a significant tool in helping the individual who already abuses alcohol. Between 11 and 40 percent of the meditation group reported discontinuation of alcohol use within the first 6 months; after 2 years this had increased to 60 percent. (10 references)

Simon, Kenneth J. "Alcohol and Drug Abuse in Schools: Who's Kidding Whom?" Presented at: 27th Annual Meeting of the Alcohol and Drug Problems Association of North America (New Orleans, Louisiana), 14 September 1976. 14 pp.

A prevention program should be built into an integrated total program which is essentially one of mental health and not isolated as a separate entity. A prevention program is not appropriate before high school; and it should include the pharmacology of drugs, the history of drug use in our society, the nature of dependence, legal issues, treatment modalities, and sociological implications in drug use. An interdisciplinary approach is recommended.

Smart, Reginald G. *New Drinkers: Teenage Use and Abuse of Alcohol.* Toronto, Canada: Addiction Research Foundation of Ontario, 1976. 143 pp.

A review of information concerning the drinking habits of teenagers is presented. The effect of the lowering of the legal drinking age is explored. Possibilities for prevention of drinking and for dealing with existing drinking problems are discussed.

———. Social policy and the prevention of drug abuse: Perspectives on the unimodal approach. In: Glatt, M.M., ed. *Drug Dependence: Current Problems and Issues.* Baltimore: University Park Press, 1977. pp. 263–280.

Two approaches to prevention of alcoholism and drug abuse are defined: (1) The sociocultural approach; and (2) The unimodal approach. It is felt that adherents to the sociocultural models tend to ignore the importance of per capita consumption in preventing alcohol abuse, but there are ample data to suggest that it may be necessary to reduce per capita consumption of alcohol and drugs in order to significantly affect the increasing rates of alcoholism and drug addiction.

Straus, R. "Discussion of Dwight B. Heath's 'A Critical Review of "The Sociocultural Model" of Alcohol Use'." Presented at: NIAAA Seminar on Normative Approaches to Alcoholism and Alcohol Problems (San Diego, California), April 1977. 10 pp.

The author expresses his concurrence with all points made in the original paper. In extending several of those points, he indicates a need for: greater emphasis on primary contact with a survey population—as opposed to statistical analysis; more involvement by researchers in longitudinal, prospective projects; a holistic approach to alcohol problems; and greater attention to individual differences in response to alcohol. Regarding this last issue, he differentiates between situation-specific and generalized alcohol dependence and comments on their meaning for prevention strategies.

Tennant, Forest S., and Detels, Roger. Relationship of alcohol, cigarette, and drug abuse in adulthood with alcohol, cigarette and coffee consumption in childhood. *Preventive Medicine*, 5:70–77, 1976.

In a survey of U.S. Army personnel in West Germany, a significantly greater percentage of abusers than nonabusers of hashish, amphetamines, opiates, and alcohol reported that they commenced use of alcohol, cigarettes, and coffee at age 12 or younger. The evidence from this and other research raises questions as to the possibility of preventing adult substance abuse by withholding alcohol, cigarettes, and coffee until age 13 or older. (27 references)

Trillat, J. "Principles of Current French Policy for the Prevention of Alcoholism." Presented at: 22nd International Institute on the Prevention and Treatment of Alcoholism (Vigo, Spain), 7–11 June 1976. 14 pp.

This report summarizes the basic organization and direction of the French alcoholism prevention campaign since establishment in 1954 of the High Commission for the Study of and Information on Alcoholism. The major governmental and private components of the program are reviewed, and current and future program priorities are elaborated.

Weisman, Maxwell N. "Patterns of Intervention: Success and Failures." Presented at: Interstate Regional Conference on Alcoholism, HEW Federal Region III, 3 April 1974. 12 pp.

A discussion of present, past and future approaches to intervention and prevention of alcoholism is presented, and recommendations are made. Research indicates that only intervention which progressively reduces incidence rates can offer any hope of controlling or eradicating disease. Such primary prevention approaches are not necessarily predicated on a complete knowledge of causes, since even a hit or miss interruption of a related chain of events may reduce incidence rates.

Whitehead, Paul C. Prevention of alcoholism: Divergences and convergences of two approaches. *Addictive Diseases*, 1(4):431–443, 1975.

The author describes the theoretical and empirical foundations of the sociocultural and consumption distribution model approaches to alcoholism prevention. In trying to formulate a public alcoholism prevention policy that meets the goals of both models simultaneously without violating either, three approaches are offered. (44 references)

———. Toward a new programmatic approach to the prevention of alcoholism: A reconciliation of the sociocultural and distribution of consumption approaches. *Toxicomanies*, 6(1):59–70, January 1973.

Suggestions for reducing the level of problem drinking include attitudes about the nature and purposes of drinking, reducing the availability of alcohol beverages, and eliminating or modifying advertisements about alcohol beverages. (30 references)

Wilkinson, Rupert. *Prevention of Drinking Problems: Alcohol Control and Cultural Influences*. New York, NY: Oxford University Press, 1970. 301 pp.

Alcoholism is presented as a matter of public responsibility rather than a concern merely for individuals and professionals most directly involved. In the delineation of this responsibility, the author investigates the place of alcohol in the American way of life. The alcohol industry, ethnic attitudes, and governmental regulations all contribute to and have the ability to reverse the patterns of alcohol abuse that exist in our society.

Wilsnack, S.C. Prevention of alcohol problems in women: Current status. *Alcohol Health and Research World*, 3(1):23–31, 1978.

The author discusses gaps in current knowledge about preventing alcohol problems in women, describes seven prevention strategies and their potential usefulness for women, and suggests areas of needed research on women and prevention. (62 references)

Worick, W.W., and Schaller, Warren E. *Alcohol, Tobacco, and Drugs: Their Use and Abuse*. Englewood Cliffs, NJ: Prentice-Hall, 1977. 170 pp.

This book deals with the social and individual implications of alcohol, tobacco, and drug use and abuse, and is recommended for use by educators, college-level students, and even front-line workers in substance abuse programs. Education and prevention are seen as the ultimate answer, but expansion of current rehabilitation and enforcement programs is also stressed. Each chapter has a separate bibliography.

Yancy, Susan Rosenthal. "Systems Approach to Primary Prevention in Alcoholism." Thesis, University of Massachusetts School of Education, Amherst. Ann Arbor, MI: University Microfilms 76–22312, 1976.

Following presentation of a theoretical model program for alcohol prevention, a demonstration project is analyzed, emphasizing evaluation of program goals. A community-based approach to the prevention of alcohol abuse is recommended.

Zinberg, Norman E. Alcoholics Anonymous and the treatment and prevention of alcoholism. *Alcoholism: Clinical and Experimental Research*, 1(1):91–102, 1977.

The principles of Alcoholics Anonymous are briefly discussed as they relate to recognition and treatment of the "prealcoholic" and hence to the entire question of alcoholism prevention. (31 references)

PREVENTION PROGRAMS

Adams, Regina D.; Benjamin, Michael L.; and Berberian, Rosalie. *Alcoholism Prevention and Treatment Services in Counties: Report on a National Survey.* Washington, DC: National Association of Counties Research Foundation, 1977. 64 pp.

Results of a comprehensive national survey assessing the efforts of counties to provide alcoholism prevention and treatment services for their citizens are reported. Extensive tabular data on the county alcoholism services referred to in the text are provided in the appendices.

Bailey, J.P., and Wakeley, J.T. *Analysis of Education Programs for Primary Alcoholism Prevention.* Rockville, MD: NIAAA, March 1973. 59 pp.

The state of the art of training and education in the field of primary prevention of alcohol abuse is discussed in the context of NIAAA guidelines. (116 references)

Beauchamp, Dan E., et al. An interdisciplinary planning group report, North Carolina Division of Mental Health Services. 19 pp.

An interdisciplinary planning group report is presented in which an attempt is made by the State of North Carolina to focus on what can be done in the area of alcoholism prevention. It is recommended that a systematic logical effort be promoted by state governments in conjunction with local communities to develop resources and programs in addition to treatment in order to have an impact on reducing alcohol problems.

Calobrisi, Arcangelo. Comprehensive alcoholism program in New York City: A year's experience. *New York State Journal of Medicine*: 690–692, April 1974.

The organization, treatment approach, and effectiveness of the ACCEPT (Alcoholism Center Coordinating Education, Prevention and Treatment) program for the socially intact alcoholic patient in New York City are described.

CASPAR Alcohol Education Program. The Somerville story: evolution of an alcohol education program. *Proceedings of the XXVII Annual Meeting of the Alcohol and Drug Problems Association of North America.* 12–16 September 1976. New Orleans, Louisiana. 28 pp.

This paper details the growth of the CASPAR Alcohol Education Program (Somerville, MA) during its first 2 years of development from 1974–1976 when it was selected as one of three prevention programs for national replication. The following areas are addressed: raising consciousness and mobilizing community support; gaining school administration acceptance; recruiting teachers for training; establishing a network of peer educators; training and consultation for human service agencies and evaluating prevention activities.

Cook, Royer F., and Morton, Anton S. "Assessment of Drug Education-Prevention Programs in the U.S. Army." Technical Paper 261, Arthur D. Little, Inc., Acorn Park, Cambridge, Massachusetts, January 1975. 31 pp.

A survey conducted at various U.S. Army posts revealed that the drug and alcohol abuse patterns of soldiers exposed to Army drug education programs were not significantly different from those of soldiers who were not so exposed. These findings are corroborated by those of similar civilian studies. (14 references)

Dolan, J.S. Operation THRESHOLD. In: Chafetz, Morris, ed. *Proceedings of the 4th Annual Alcoholism Conference of the National Institute on Alcohol Abuse and Alcoholism.* Washington, DC: Government Printing Office, 1974. pp. 439–457.

A description of the Jaycee alcohol abuse and alcoholism prevention program (Operation THRESHOLD) is given, and initial findings of the program are explicated. A variety of alcohol learning experiences for the training of Jaycee members are included.

Fredricks, John. "Community Alcohol Education and Prevention Program." Thesis, Utah State University at Logan. Ann Arbor, MI: University Microfilms 76–25605, 1975.

An alcoholism education and prevention program was developed for the Eastern Idaho Community Mental Health Center, and the comparative effectiveness of differing modes of education and prevention within the program was assessed.

Fredricks, John; Butler, Jay G.; and Nielson, Elwin C. Use of local statistics to verify conservatism toward drinking and justify a modern position on alcohol education in a conservative community. *Journal of Alcohol and Drug Education*, 21(1):30–38, 1975.

Statistics documenting the conservatism of the target community toward drinking and the problem drinker are presented, and the advantages of modern alcohol education in such a community are extolled. It is felt that this program of enlightenment in schools and to the general public helped to create an interest in the problems of alcoholism and the idea of responsible drinking. (6 references)

Gavaghan, P.F. The liquor industry's perspective on prevention of alcohol abuse. *Journal of Alcohol and Drug Education*, 23(1):63–69, 1977.

The Distilled Spirits Council of the United States, Inc. (DISCUS) advertising campaign, which encourages responsible drinking practices, contributes concretely to the cause of prevention. Other projects funded by DISCUS include the American Driver Traffic Safety Education Association and the National Council on Alcoholism's Education Association and Prevention Section workshop for educators, officials, and community leaders to explore techniques for youth-oriented program development. DISCUS is fully committed to supporting the cause of prevention of alcohol misuse.

Gregory, Dick. Alcohol prevention and education programs in Oklahoma. *Alcohol Technical Reports*, 6(2):23–29, 1977.

Alcoholism prevention and education services in Oklahoma are described, with emphasis on those activities designed to decrease the incidence of new persons developing alcohol-related difficulties (i.e., primary prevention). The basic objectives of the Oklahoma Division on Alcoholism are noted, and brief summaries of the major prevention activities of several state and local organizations are provided. (10 references)

Harder, John. "Multi-National Program for the Detection and Management of Alcoholism." Presented at: International Conference on Alcoholism in Multi-National Operations (Boston, Massachusetts), 28–29 April 1977. 9 pp.

With a goal of influencing drinking traditions, the program discourages the practice of subsidizing drinks in "happy hour" settings and advocates the development of alternatives to alcohol consumption. These alternatives would include the establishment of facilities that do not depend on alcohol sales for their economic survival, and the provision of equally attractive nonalcoholic drinks at competitive prices wherever alcohol is served.

Hetzel, Basil S. Prevention and control of alcoholism in Australia. *Australian Journal of Alcoholism and Drug Dependence*, 2(1):17–22, 1975.

Prevention of alcoholism is discussed in light of the formidable position of alcohol in Australian society. It is suggested that educational facil-

ities, health and welfare services, and well-conceived legislation are necessary to bring the problem under control. (12 references)

Johnson, Howard T. "Alcohol Abuse: The Cost to the Taxpayer of Riverside County and Recommendations." Report, Comprehensive Health Planning Association, Alcoholism Committee, San Diego, California, 1973. 93 pp.
Characteristics of a proposed comprehensive program of alcohol abuse services that would reduce the cost of the problem by reducing its scope are described. A community mental health approach to alcoholism that provides prevention, rehabilitation, and followup services is outlined.

Kraft, David P. College students and alcohol: The 50 + 12 Project. *Alcohol Health and Research World*, Summer:10–14, 1976.
An ongoing NIAAA alcohol information program, the University 50 + 12 Project, is described. The aims of the project include: 1) gathering information about campus drinking practices and attitudes, 2) disseminating information about alcohol use and abuse, and 3) encouraging the community to focus on alcohol issues and stimulate new education and communication efforts. The emphasis of the project on primary prevention is stressed. The general findings of project staff campus visits are detailed, and some of the individual campus programs are summarized. Suggestions for future efforts are presented. (3 references)

Kurzman-Seppala, Teresa. *A Minnesota Primer on the Prevention of Chemical Use Problems.* St. Paul, MN: Minnesota Department of Public Welfare, September 1976. 64 pp.
This booklet reviews the rationale and definition of prevention to be used by the Minnesota Alcohol and Drug Authority and presents the concept of a prevention support system as a means of facilitating and nurturing community-based primary prevention efforts within a whole State.

———. *A Primer on the Prevention of Chemical Use Problems.* Center City, MN: Hazelden Books, 1977. 27 pp.
This booklet was written to provide a lay readership definition of primary prevention activities and the support system for these activities in Minnesota.

Livingston, Charles F. Alcohol countermeasures programs can be run at reasonable cost. *Traffic Safety*, 74(3):12,35, March 1974.
The author, responding to questions recently raised regarding the ability of local governments to finance alcohol countermeasures patterned after those of the ASAPs, details methods by which such programs can be economically conducted.

Mandell, Wallace. "The Primary Prevention of Alcohol Abuse and Alcoholism: Clarification of Missions for National, State and Local Agencies." February 1974. 26 pp.
Recommendations for alcohol abuse and alcoholism primary prevention programs are made based upon the belief that these programs should reduce the incidence and occurrence of new cases of problem drinking in the population. In order to achieve the prevention goal to maximize beneficial use and eliminate destructive use of alcohol, public standards must be established for acceptable and nonacceptable use. As areas of consensus about standards emerge, they should be incorporated into the ongoing public health education activities of every State and local health agency which has a mission in the field of alcohol control.

Moser, Joy. *Problems and Programmes Related to Alcohol and Drug Dependence in 33 Countries.* Geneva, Switzerland: World Health Organization, 1974. 106 pp.

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This study presents an analysis of the discussions and findings of two seminars on the problems associated with alcohol and drug dependence which were sponsored by the World Health Organization in 1971 and 1972. Examples of preventive and treatment services in six countries are presented, and legal and penal aspects of addiction and research and program planning issues are discussed.

Peterson, J.H. A report on the Education Commission of the States' role in alcohol abuse prevention. In: Chafetz, Morris, ed. *Proceedings of the 4th Annual Alcoholism Conference of the National Institute on Alcohol Abuse and Alcoholism.* Washington, DC: Government Printing Office, 1975. pp. 460–466.

The Education Commission of the States (ECS) Task Force on Responsible Decisions About Alcohol is presented and discussed. A discussion of the goals, organization, and future plans of the task force is included.

Powell, David. Comprehensive approach to alcoholism. *Journal of Perth Amboy General Hospital,* 3(4):8–11, 1974.

Details of a comprehensive program for the treatment and prevention of alcohol abuse are presented. Elements include inpatient care, emergency services, outpatient care, partial hospitalization, and consultation and education. The program's community education and prevention measures are outlined.

"Prevention/Rehabilitation Programs and the Black Community." Report, University of New Mexico at Albuquerque Institute for Social Research and Development, 1974. 34 pp.

Results of a questionnaire and personal interviews showed that 64 percent of the agencies and 94 percent of the black residents felt that prevention and rehabilitation services were not meeting the needs of the black community. The need for better relations and communications between the agencies and the community is emphasized.

Sharfstein, Steven S. Neighborhood psychiatry: New community approach. *Community Mental Health Journal,* 10(1):77–83, Spring 1974.

The author describes the function of a neighborhood psychiatric team, using a family life center as a base of operations for a comprehensive preventive and treatment program in one neighborhood of Boston. The advantages of working in a neighborhood—early intervention in crisis with individuals and agencies, accessibility to the entire family, integration with general health services, and easy followup and aftercare of recently discharged psychiatric patients—are described with case examples.

Sherbini, I.H. Prevention, a way of life. In: Tongue, E.J., and Moos, I., eds. *Papers Presented at the 23rd International Institute on the Prevention and Treatment of Alcoholism.* Lausanne, Switzerland: International Council on Alcohol and Addictions, 1977. pp. 331–338.

The Islamic religion represents history's most successful attempt at alcoholism prevention. Prohibition was a part of a process of remodeling the whole society, based on religion, and of branching through all aspects of day-to-day life. According to the teaching of the Islamic religion, waste of time, money, youth, and health are prohibited, and everyone will be asked on the Day of Judgement how he spent them.

Sprague, Clare. GROW: A community educational approach to the problem of alcohol and drug abuse. In: *National Alcohol and Drug Dependence Multidisciplinary Institute 75.* Canberra, Australia: Australian Foundation on Alcoholism and Drug Dependence,1975. pp. 134–138.

GROW, an anonymous community mental health organization, has 200 groups in Australia, which were known until recently as recovery groups. The name was changed in order to meet the increasing demand for the groups' services in prevention as well as in rehabilitation. Concepts of the program are outlined briefly. Prevention philosophy aims to teach people how to live.

Streit, Fred, and Nicolich, Mark J. "Myths Versus Data on American Indian Drug Abuse." *Journal of Drug Education*, 7(2):117–122, 1977.

The prevalence of drug and alcohol use among Montana Indian youths, age 6 through 18, was surveyed in 1975. It is concluded that research and findings from other cultures do not apply to the American Indian. More research into the differences and needs of this population is called for to obtain effective prevention programming.

Tappan, J.R. "Prevention of Alcoholism and Other Drinking Problems in the U.S. Navy." Report, U.S. Naval War College, Providence, Rhode Island, 20 July 1973. 161 pp.

The extent of the alcohol problem in the U.S. Navy, current theories of prevention, and the Navy's application of the prevention concept to reducing the high incidence of problem drinking are discussed. The author cites the need for a long-range, comprehensive, and multifaceted prevention program to supplement treatment and rehabilitation of problem drinkers. (122 references)

Tongue, Archer. "Global Trends in Alcohol and Drug Abuse." Presented at: American Occupational Health Conference (Boston, Massachusetts), April 1977. 8 pp.

The author touches on the unevenness of alcoholism prevention in the countries of the world. Awareness and preventative programs are aimed more at dangerous drugs than they are at alcohol in most countries. However, in areas like the Caribbean, Latin America, Africa, Australia, and New Zealand, alcoholism is receiving increased attention.

U.S. Department of Health, Education, and Welfare, Health Services and Mental Health Administration, National Institute of Mental Health. "An Outline of a Preliminary Prevention Program for the Trans-Alaska Pipeline."

An outline is presented as a possible guideline to be utilized in negotiations with parties interested in the development of a primary prevention program around the construction of the Trans-Alaska Pipeline. It was developed without extraordinary knowledge of Alaska, the Alaskan people, the available resources, or the Alaska Pipeline Company. The specific program measure of the outline is divided into three parts: altering the environment, strengthening community resources, and strengthening individual resources.

Wallack, L.M. "An Assessment of Drinking Patterns, Problems, Knowledge and Attitudes In Three Northern California Communities." Report, School of Public Health, University of California, Berkeley, California, April 1978, 320 pp.

This is a thorough report that describes the three study sites of the California Prevention Demonstration Program. The study covers the following topics: drinking patterns, drinking problems, intoxication, radio and television habits, exposure to alcohol-related messages, perceptions of community problems, knowledge and attitudes about alcohol-related issues, perceptions of community norms, and social contexts of drinking. There are detailed charts, statistics, and questionnaires accom-

panying each chapter. The report will serve as a tool for future planning activities related to prevention demonstration.

Wilbur, Richard S. The battle against drug dependency within the military. *Journal of Drug Issues*, 4(1):11–31, Winter 1974.

Estimates of drug use among Vietnam returnees are presented, and additional drug and alcohol education and prevention programs are discussed. Plans for drug and alcohol abuse prevention programs in 1974 are presented.

SPECIFIC ASPECTS OF PREVENTION

HIGHWAY SAFETY

Alcohol Enforcement Countermeasures, Vol. 4. Washington, DC: International Association of Chiefs of Police, 1976. 234 pp.

Alcohol enforcement countermeasure programs are discussed in terms of the problem drinker in society and what can be done to counter the problems which he causes on the highway. Problems encountered by the police in enforcing drinking-driving laws are outlined.

Babow, Irving. "Alcohol, Youth, and Traffic Accidents: A Sociological Perspective." Presented at: Conference of the International Association for Accident and Traffic Medicine (London, England), 1 September 1975. 12 pp.

Data on alcohol-involved traffic accidents in California suggest that drinking drivers, especially males, aged 20–24 years, are a high risk for alcohol-involved highway crashes. A tentative typology of young drinking drivers is developed. The various types of drivers described need different kinds of treatment, prevention, rehabilitation, and degrees of control. (15 references)

Bishop, John A. Alcohol and aviation. *Aeromedical Review*, 1975.

A report aimed at Air Force flight surgeons explores the problem of alcohol and aviation. It is suggested that an area of potential research is the role hangovers play in aviation accidents. (33 references)

Brooke, Pamela. The story behind NHTSA's drunk driving TV campaign. *Traffic Safety*: 16–18, 34–36, December 1976.

The current focus of the National Highway Traffic Safety Administration's TV campaign is to effectively educate the public through a mass media campaign. By showing two short commercials, "Teddy" and "The Bartender," NHTSA emphasizes friendship as a means to prevent drunken driving. The slogan that appears in both commercials is "friends don't let friends drive drunk." In addition to the play on friendship, the commercials subtly dispel some myths about drinking and driving. The effectiveness of the campaign can be seen through a survey NHTSA took after the commercials were aired.

Cheetham, R.W.S. "Trial, Tribulation or Treatment of the Alcoholic Driver?" Presented at: 50th Jubilee Congress of the Medical Association of South Africa (Johannesburg, South Africa), 14–18 July 1975. 8 pp.

Studies on the prosecution of drunken driving cases show that punitive or prohibitive measures have been only partially successful. It is suggested that a clinical approach would provide a more positive, therapeutic, and preventive method of dealing with DWI offenses. Treatment recommendations include elements of discriminated aversive conditioning and other versions of behavior modification techniques. (7 references)

"Communications Strategies on Alcohol and Highway Safety (Volume 1—Adults 18–55)." Report for the U.S. Department of Transportation, Grey Advertising, Inc., New York, NY, 1975. 230 pp.

Results of a national study of adults aged 18–55 dealing with drinking and driving risk, attitudes towards drunk driving action, and communications strategies for encouraging personal action to prevent drunk driving are reported. Findings and recommendations based on a probability sample of 1600 persons are presented, and target populations for advertising are differentiated on the basis of life styles and personality profiles. (21 references)

Dennis, M.E. Alcohol education curriculum for driving while intoxicated offenders. In: *Proceedings of the 21st Conference of the American Association for Automotive Medicine.* Morton Grove, IL: American Association for Automotive Medicine, 1977. pp. 251–259.

An alcohol education program designed for the drinking driver as an adjunct to judicial approaches is discussed. A session-by-session format is described. The initial evaluation of the program points to a reduction in the recidivism rate of DWIs. (16 references)

Dijksterhuis, Fokke, P.H. Specific preventive effect of penal measures on subjects convicted for drunken driving. *Blutalkohol,* 12(3):181–191, 1975.

Investigations of the preventive effect of different types of prison programs on the recidivism rate of subjects convicted for drunken driving were conducted. It was concluded that severe punishment was not effective in reducing recidivism rates. Suggestions for a new penal policy on drunken driving are proposed.

Ennis, P.K. General deterrence and police enforcement: Effective countermeasures against drinking and driving? *Journal of Safety Research,* 9:15–25, 1977.

Studies of the effects of legislative changes on driver behavior indicate that severe penalties alone do not deter the majority of potential drinking drivers; the public appears to be ignorant of the laws and their consequences. It is suggested that highly visible law enforcement activity such as the use of specialized patrols and random roadblock checks, combined with public education programs, would increase the public's awareness of the chance of being apprehended, and thereby increase the general deterrence of driving-drinking.

Fee, Dwight. Drunk driving: Outline of a public information and education program. In: Israelstam, S., and Lambert, S., eds. *Alcohol, Drugs, and Traffic Safety.* Toronto, Canada: Addiction Research Foundation, 1975. pp. 789–798.

The author reports on the status of the U.S. Department of Transportation's extensive, nationwide public information and education program on drunk driving. The basic premise of the entire alcohol countermeasures program is that the excessive, abusive use rather than normal, moderate use of alcohol by a relatively small segment of drivers causes most alcohol-related traffic fatalities.

Ferrence, Roberta G., and Whitehead, Paul C. Impaired driving and public policy: An evaluation of proposed countermeasures. *Blutalkohol,* 14(2):106–117, 1977.

Changes in legislation that have been proposed are: raising the drinking age, requiring mandatory identification cards, raising the driving age, granting probationary licenses that can be revoked for alcohol-related offenses, initiating comprehensive driver education, lowering the legal limit for blood alcohol concentration, and increasing roadside breath testing. Each of these proposals is assessed on the basis of the information available. (29 references)

Havard, J.D. Drinking driver and the law: Legal countermeasures in the prevention of alcohol-related road traffic accidents. In: Globins, R.J., and Israel, Y., eds. *Research Advances in Alcohol and Drug Problems,* Vol. 2. New York: John Wiley and Sons, 1975. pp. 123–145.

The author notes that if the mortality and morbidity caused by drivers under the influence of alcohol is to be reduced effectively, legislation must insure not only that the drinking driver be detected and convicted, but also that the case be disposed of in such a way as to minimize a recrudescence of the offense. A need is cited for legislation to be associated with an effective program of driver education. (46 references)

Henderson, Michael, and Freedman, Kathleen. Public education as a drink-driving countermeasure. *Australian Journal of Alcohol and Drug Dependence*, 3(4):107–112, 1976.

Public education as a drinking/driving countermeasure in New South Wales is explored. Despite an increase in consumption of alcohol throughout Australia, surveys conducted before and after the campaign reflected a reduction in convictions and a lowering of blood alcohol level in convicted drivers.

Hetzel, B.S.; Ryan, G.A.; and McDermott, F. Compulsory blood alcohol determinations in road crash casualties: Experience following recent Australian legislation. In: Israelstam, S., and Lambert, S., eds. *Alcohol, Drugs, and Traffic Safety*. Toronto, Canada: Addiction Research Foundation, 1975. pp. 717–722.

The authors detail recent findings on BAC level determinations in traffic casualties in Victoria and South Australia after briefly reviewing the development of Australian legislation pertaining to DWI. Initial experience associates elevated BACs with road crash victims seen in hospital casualty departments. Other evidence indicates that such subjects have long-standing drinking problems. If confirmed, new methods for education and rehabilitation will need to be devised to handle the DWI problem. (14 references)

Landstreet, B.F. *The Drinking Driver; the Alcohol Safety Action Programs*. Springfield, IL: Charles C Thomas, 1977. 117 pp.

This book is an outgrowth of Landstreet's experience as project director of the Fairfax County (Virginia) Alcohol Safety Action Project (ASAP), one of 35 such demonstration projects funded by the Department of Transportation in an effort to get drunken drivers off the road and reduce the number of alcohol-related accidents and fatalities. The author attempts to provide a detailed guide for interested community leaders and officials to establish similar projects in their own States or communities.

Lazar, Jerry C., and Lazar, Jan. Youthful drunk drivers: A mushrooming crisis. In: *Proceedings of the 20th Conference of the American Association for Automotive Medicine*. Morton. Grove, IL: American Association for Automotive Medicine, 1976. pp. 52–59.

The authors contend that the lowering of drinking ages is correlated with the increase in alcohol-related highway fatalities among adolescents and the increased accessibility of alcohol to younger teenagers. Proposals aimed at alleviating the problem are presented. (8 references)

Little, J.W., and Cooper, M. "Legal Aspects of Alcohol and Drug Involvement in Highway Safety—Alcohol Countermeasures Literature Review; Final Report, 1973–1974." U.S. National Highway Traffic Safety Administration, U.S. National Technical Information Service, Springfield, Virginia, 1975. 23 pp.

Literature published in 1973 and 1974 on the legal aspects of driving-drinking is reviewed; included are not only legal articles but also pertinent information published in scientific and other nonlegal journals.

The references are grouped as follows: (1) experimental studies on the effects of alcohol ingestion on driver performance; (2) field studies of the above; (3) measurements of blood alcohol and drug concentrations; (4) identification of problem-drinking drivers; (5) evaluation of countermeasures; and (6) legal and constitutional issues in enforcement of driving-drinking laws, adjudication, and sentencing. An additional listing of 80 periodicals, government reports, books, and bibliographies is appended.

Maisto, S.A., and Adesso, V.J. Effect of instructions and feedback on blood alcohol level discrimination training in nonalcoholic drinkers. *Journal of Consulting and Clinical Psychology*, 45(4):625–636, 1977.

The authors describe an experiment whose data revealed that subjects did not learn to discriminate their blood alcohol levels on the basis of internal cues. The results are discussed in reference to the utility of blood alcohol level discrimination training in alcoholism prevention programs.

Malfetti, James L. Reeducation and rehabilitation of the drunken driver. *Journal of Drug Issues*, 5(3):255–269, Summer 1975.

DWI Phoenix, a corrective course for persons convicted for driving while intoxicated, is described, and the results of a study on its effectiveness are presented. (23 references)

"On the Public Information and Education Countermeasures of Alcohol Safety Action Projects, Annual Report." Report, U.S. Department of Transportation, Washington, D.C., February 1975. 38 pp.

This report reviews the progress of the Public Information and Education Countermeasure (PI & E), aimed at creating an awareness of drunk driving as a serious problem and persuading people to actively intervene in potential DWI situations to prevent the occurrence of excessive drinking and driving. It documents the need for effective public information and education programs, evaluates the overall effect of the effort, and describes implications for future directions and activity. The countermeasure proved very successful in attempts to provide accurate information about the causes, severity, and consequences of the alcohol/driving problem.

Porritt, D., and Bordow, Sophy. Some implications on an experimental trial of crisis intervention with road trauma in-patients. *Australian Journal of Alcoholism and Drug Dependence*, 3(4):136–139, 1976.

The author discusses some implications for alcohol prevention resulting from an experimental trial of crisis intervention following road accidents. (19 references)

Seixas, Frank. The voluntary health agency and its efforts to enlist the support of the medical profession in the campaign against alcoholism. In: *Alcohol/Safety Public Information Campaigns: Seminar No. 6.* New York: Public Communication Group, Highway Safety Research Institute, the University of Michigan at Ann Arbor, 1975. pp. 33–41.

A five-locale pilot program to distribute specified materials on the dangers of alcohol misuse to physicians, particularly in combination with driving, was reviewed. It is recommended that future programs include advanced publicity, training of volunteers, hand delivery of packets, continued followup, and a reorder form in the packets.

Strachan, J. George. The Alberta impaired drivers project: A countermeasure to cope with the drinking driver. *Canadian Psychologist*, 14(1):34–48, January 1973.

This article describes the adaptation of alcohol countermeasures to a Canadian situation. It is concluded that the program, though still inadequate in some respects, works—possibly because it helps people switch from intellectual to gut awareness and emotional acceptance.

U.S. Department of Transportation, National Highway Traffic Saefty Administration. *You. . . Alcohol and Driving: Teacher's Guide.* Washington, DC: Government Printing Office, 1977. 110 pp.

This manual for teachers, designed for implementation in secondary schools, presents background and administrative information for an instructional program aimed at reducing youth involvement in alcohol-related vehicle crashes. Instructional aids, consisting of tests and traffic-related problems, are included.

Walker, William, et al. *Alcohol Highway-Traffic Safety Workshop for the Judiciary.* Cambridge, MA: Abt Associates, 1974, 213 pp.

The manual, designed for one-and-one-half-day workshops with 20 to 40 judges who handle driving while intoxicated (DWI) cases, is directed toward the exploration of new sanctions and treatments, increased coordination and communication with other agencies involved, and public education concerning the scope of the drinking-driver problem. It is one of the five workshop manuals developed to assist State and local agencies involved in programs related to the drinking-driver problem.

———. *Alcohol Highway-Traffic Safety Workshop for Law Enforcement Officers.* Cambridge, MA: Abt Associates, 1974. 200 pp.

The manual is designed for one-and-one-half-day workshops with 20 to 40 law enforcement professionals who handle driving while intoxicated (DWI) cases. Activities include: small group exercises, an examination of two typical DWI case studies, an alcohol awareness seminar involving breath analysis, and followup discussions of current approaches to the drinking-driver problem.

———. *Alcohol-Highway Traffic Safety Workshop for Local Officials.* Cambridge, MA: Abt Associates, 1974. 212 pp.

The manual is designed for one-and-one-half-day workshops with 20 to 40 local officials of various agencies from a single jurisdiction (e.g., county) who have responsibility for alcohol-highway safety. Activities include: discussion of nature and scope of the problem, homogeneous small group plan-of-action discussions, and heterogeneous small group plan-of-action discussions.

———. *Alcohol-Highway Traffic Safety Workshop for State Officials.* Cambridge, MA: Abt Associates, 1974. 204 pp.

The manual is designed for one-and-one-half-day workshops with 20 to 40 State officials who initiate or further team efforts to cope with the drinking driver. Activities include: small group exercises, discussion of the nature and scope of the problems, deficiencies of the analysis, and plan-of-action discussions.

Whitehead, Paul C. "Alcohol and Young Drivers: Impact and Implications of Lowering the Drinking Age." 1976. 171 pp.

The author concludes that the lowering of the legal drinking age leads to an increase in collision behavior of young drivers, particularly

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alcohol-related collisions. Traffic safety, as it relates to prevention of alcohol-related problems among young people, is discussed. Included are specific suggestions for social policy changes in this area. (116 references)

Whitehead, P.C., and Ferrence, R.G. Alcohol and other drugs related to young drivers' traffic accident involvement. *Journal of Safety Research*, 8(2):65–72, 1976.

Recent studies show that young people are driving in increasing numbers, consuming more alcohol and drugs, and increasingly combining these behaviors. These factors are related to rising collision rates in this group, particularly in jurisdictions in which the drinking age has been lowered. In addition to reducing the availability, lowering the legal blood alcohol limit, random roadside screening, and increasing enforcement and publicity, measures such as raising the drinking age in areas where it has been lowered and instituting probationary licensing schemes for teen-agers are recommended. (43 references)

Witherill, Jerome W. *People Do Drink and Drive. A Guide to Personal Decisions*. Washington, DC: American Driver and Traffic Safety Education Association, 1973. 28 pp.

The material presented in this 28-page booklet is intended to generate discussions among students, teachers, and parents about alcohol and thereby help people to focus on the way alcohol affects their lives. Representative topics are "What Does Alcohol Do to a Person?" and "What You Are Drinking!" A two-page teacher's guide is included.

PUBLIC HEALTH

Beauchamp, D.E. Public health: Alien ethnic in a strange land? *American Journal of Public Health*, 65:1338–1339, 1975.

The public health approach to alcohol problems—reduction of alcohol consumption and minimizing problems for the largest possible group through controls of production and distribution of alcohol—is contrasted with the view of many experts that alcoholism is an individual disability, and with the policy of the National Institute on Alcohol Abuse and Alcoholism in focusing on developing treatment resources and campaigning to teach responsible drinking.

———. Public health as social justice. *Inquiry*, 13:3–14, March 1976.

The central thesis of this article is that public health is ultimately and essentially an ethical enterprise committed to the notion that all persons are entitled to protection against the hazards of the environment and to the minimization of death and disability in society. Prevention would serve in this scheme as the set of priority rules for restructuring existing market rules in order to maximally protect the public. The adoption of a new public health ethic and a new public health policy, however, must and should occur within the context of a democratic polity. (41 references)

Cameron, A.D. Role of the Community Physician. In: Kessel, N.; Hawker, A.; and Carlke, H., eds. *Alcoholism: A Medical Profile; Proceedings of the First Medical Conference on Alcoholism, London, 10–14 September 1973*. London: Edsall, 1974. pp. 180–185.

The author considers alcoholism, with its many ramifications, to be a unique challenge to community medicine. It is generally agreed that alcoholism prevention, and the treatment and aftercare of the alcoholic

person and his family, cannot be undertaken by any one of the health professions acting alone. A discussion is included on the manner in which future efforts of community physicians can be combined to insure that alcoholism is given the priority it requires in a comprehensive scheme of health care.

Godber, G.E. Preventing the misuse of alcohol. *British Journal on Alcohol and Alcoholism*, 12(1):2–4, 1977.

Recommendations to the Health Education Council call for a program against the abuse of alcohol rather than the total rejection of its use. The idea is that health education should be aimed at the stage before compulsive and continuous drinking has developed. This means attempting to implant a belief in moderation as opposed to abstinence.

Magruder, Kathryn M. Association of alcoholism mortality with legal availability of alcoholic beverages. *Journal of Alcohol and Drug Education*, 21(3):27–37, 1976.

A new variable, the legal availability of alcoholic beverages, associated with alcoholism mortality apart from urbanization is identified. It is suggested that the probability of an interaction between attitudes and availability should be examined for its implications in the prevention of alcoholism. (14 references)

Terris, M. The epidemiologic revolution, national health insurance and the role of health departments. *American Journal of Public Health*, 66:1155–1164, 1976.

It is urged that public health departments organize programs for the prevention and screening of important noninfectious diseases. Recommendations for preventive regulatory and economic control measures are made for alcohol and other recognized agents of disease and death. Health education and public health screening programs for risk factors (e.g., taking drinking and smoking histories), as well as for disease, are advocated.

DETERMINANTS OF ALCOHOLISM

Abelmann, Walter H., and Ramirez, Alberto. Alcoholic cardiovascular disease. In: Rothschild, Marcus A.; Oratz, Murray; and Schreiber, Sidney S., eds. *Alcohol and Abnormal Protein Biosynthesis*. New York: Pergamon Press, 1975. pp. 459–472.

A historical perspective of alcoholic cardiovascular disease and its clinical picture is presented. Studies suggest that the earliest stage of alcoholic cardiomyopathy is subclinical or latent, thus more widespread than realized. According to the authors, acknowledging the possible multicausal nature of the disease may stimulate further research and give added impetus to a preventive approach stressing secondary as well as primary prevention. (66 references)

Bacon, Selden D. Process of addiction to alcohol: Social aspects. *Quarterly Journal of Studies on Alcohol*, 34:1–27, 1973.

Social factors involved in the development of alcohol addiction are examined. The point is made that a large part of alcoholism prevention would entail group attitudes that are opposed to deviant drinking. (12 references

Beckman, Linda J. Women alcoholics: A review of social and psychological studies. *Journal of Studies on Alcohol*, 36(7):797–824, 1975.

After reviewing recent studies concerning variables in social history, personality characteristics, social role confusion, and possible treatment methods for alcoholic women, the author suggests that additional research be conducted in these and a number of other vital areas. It is suggested that future studies be aimed at examining factors that motivate drinking in women, personality theories, and differentiations between subgroups of alcoholic women. (109 references)

Caddy, Glenn R.; Goldman, Roy D.; and Huebner, Robert. Group differences in attitudes towards alcoholism. *Addictive Behaviors*, 1(4):281–286, 1976.

Three groups were surveyed to determine if attudinal differences regarding alcoholism are related to consumption. Groups were: Alcoholics Anonymous (AA), college students, and members of a nondrinking religious sect. It is concluded that knowledge of alcohol use and attitudes toward alcohol make for more effective prevention and treatment programs.

Cisin, Ira H. Formal and informal social controls over drinking. In: Ewing, John A., and Rouse, Beatrice A., eds. *Drinking Alcohol in American Society—Issues and Current Research*. Chicago, IL: Nelson-Hall, 1978. pp. 145–158.

The author discusses various controls that are imposed, either through laws or mores, on drinking practices. The purpose of these controls is to regulate who can drink, how much, under what conditions, and at what penalty for overindulgence. In considering the drinking and driving laws, for example, we are presented with a situation in which the laws, although taken seriously, are enforced half-heartedly. The conclusion is drawn that an existing law or social custom may well be ineffective as a tool of prevention.

Corrigan, Eileen M. Women and problem drinking: Notes on beliefs and facts. *Addictive Diseases*, 1(2):215–222, 1974.

A review of the research on alcoholic women is presented. The magnitude of the problem, life situations that trigger the onset of problem drinking in women, sexual adjustment, troubles due to excessive alcohol consumption, and treatment outcome are discussed. Knowledge of possible differences between female and male alcoholism is felt to be essential so that correspondingly different treatment and prevention methods can be put into effect. (37 references)

Edwards, G.; Gross, M.M.; Keller, M.; Moser, J.; and Room, R. *Alcohol-Related Disabilities*. Geneva, Switzerland: World Health Organization, 1977. 154 pp.

This is a first report by the World Health Organization of its study of the nature, prevention, and treatment of the physical, psychological, and socioeconomic consequences of heavy drinking.

Gomberg, Edith S. Female Alcoholic. In: Tarter, Ralph E., and Sugerman, Arthur A., eds. *Alcoholism*. Reading, MA: Addison-Wesley, 1976, pp. 603–636.

The research literature concerning physiological, psychological, and social factors related to problem drinking in women is reviewed, and drinking behavior and patterns of alcoholic women are examined. Evidence concerning shrinking male/female alcoholism ratios is presented. Differences between alcoholic men and women are described in terms of clinical data, past history, deviance from normative behavior, and prognosis and response to therapy. (82 references)

Goodstadt, M.; Smart, R.G.; and Gillies, M. Public attitudes toward increasing the price of alcoholic beverages. *Journal of Studies on Alcohol*, 39:1630–1632, 1978.

A study of public attitudes toward price increases for alcoholic beverages among a cross section of adults aged 18 or over in Ontario indicated that about half of the public support the present pricing policies and that most drinkers (68 percent) support a change toward higher prices as a measure of preventing alcoholism. The major of those unwilling to pay more for alcohol felt an increase in prices would not reduce alcoholism and would discriminate against poor people, or favored other methods. Most drinkers felt that a price increase would not affect their drinking.

Harper, F.D., ed. *Alcohol Abuse and Black America*. Alexander, VA: 1976. 229 pp.

The text, a compilation of chapters by contributors, presents an overview of alcohol and alcohol abuse in Black communities. Topics include the etiology of alcoholism in Blacks, alcoholism in the urban Black population, case studies of Black alcoholics, counseling the Black alcoholic, a model for training Black alcoholism counselors, and alcohol and crime in Black America. Research issues, adolescent alcohol use, alcohol information, and effects of alcohol on the body are also examined.

Hawker, Ann. Drinking patterns of young people. In: Madden, J.S.; Walker, Robin; and Kenyon, W.H., eds. *Alcoholism and Drug Dependence*. New York: Plenum Press, 1977. pp. 95–104.

Various studies on youthful drinking in the United States, Scandinavia, and Scotland are cited as early models for the present study being undertaken by the staff of the Medical Research Council (MRC), particularly a pilot project carried out in mid-1975. Although the author makes no claim to being an authority in health education, she voices the hope that educators might find the material useful in mounting a prevention campaign. (3 references)

Heath, Dwight B. "A Critical Review of 'The Sociocultural Model' of Alcohol Use." Presented at: NIAAA Seminar on Normative Approaches to Prevention (Coronado, California), April 1977. 36 pp.

Controversial aspects of the sociocultural model are addressed. Anthropological methodology, with its emphasis on nondirected interviewing technique, is called into question. It is felt that the sociocultural model has expanded knowledge concerning alcohol and human behavior, and the recognition of subcultural variants (ritual and symbolism) and their influence on drinking habits. It is stated that the fundamental weakness of the sociocultural model lies in the tendency to compare incomparable entities. Finally, needs for future studies are discussed. (29 references)

Huebner, Robert B.; Slaughter, Robert E.; and Goldman, Roy D. Attitudes toward alcohol as predictors of self-estimated alcohol consumption in college students. *International Journal of the Addictions*, 11(3):337–388, 1976.

It is suggested that the relationship between attitudes toward alcohol and drinking behavior have implications for treatment and preventive educational measures. The experimental manipulation of various attitudes toward alcoholism hints at the direction of future research. (22 references)

Johnson, Roswell D. Alcohol and the college campus. *Journal of American College Health*, 22:216-219, 1974.

The problems of student drinking, ethnic differences, and the effects of alcohol on the brain are discussed. The author attributes a large percentage of drinking problems to our cultural inability to accept alcohol on a matter-of-fact basis. Suggestions are given regarding education about alcohol and methods of alcoholism prevention. Statements from noted researchers are applied to theories concerning cultural and peer group influence on drinking behavior.

Kivowitz, Julian. Alcoholic adolescents. *Medical Insight*, 5(9):22,26–27, 1973.

In reviewing the problem of alcohol abuse by adolescents, the author notes that a predominant factor in the family history of youths who have alcohol problems is the drinking behavior of the significant adults in their lives. The author outlines some methods of education, prevention, and treatment. (7 references)

Kraft, David P. Alcohol-related problems seen at the student health services. *Journal of the American College Association*, 27(4):190–194, February 1979.

As part of a federally funded Demonstration Alcohol Education Project, data were gathered over a 2-year period on the relationship of alcohol use to medical and mental health problems observed in outpatient clinics at the University of Massachusetts. Four separate forms involving three survey techniques were implemented. The author notes the predominance of acute, rather than chronic, alcohol-related problems. (3 references)

McCarthy, Maureen. Psychological variables operative in alcoholism. *Psychiatric Opinion*, 12(9):7–13, 1975.

Although there is no typical alcoholic personality, the author believes that certain traits emerge from the literature. General recommendations are made that the productive use of leisure time needs to be taught as a preventive measure. (23 references)

Parfrey, P.S. Effect of religious factors on intoxicant use. *Scandinavian Journal of Social Medicine*, 4(3):135–140, 1976.

Religious belief and practice were significantly associated with increased frequency of drinking, attitude toward alcohol use, and experience with marijuana, LSD, barbiturates, amphetamines, and cigarette smoking. The religious factors examined include belief in God, frequency of attendance at religious services, and the number of those who consider drinking a serious misdemeanor. (12 references)

———. Factors associated with undergraduate alcohol use. *British Journal of Preventive and Social Medicine*, 28(4):252–257, 1974.

Study findings indicate peer-group pressures have greater influence on student drinking behavior than do family-related factors. Students were asked to choose the one drinking pattern (out of seven derived from Mann) that best corresponded to their own. The author suggests adoption of a generally more relaxed attitude toward alcohol, based on ambivalency which was demonstrated by age at and place of introduction factors. Tables are included.

Room, Robin. Governing images and the prevention of alcohol problems. *Preventive Medicine*, 3:11–23, 1974.

Three major governing images of alcohol problems are reviewed. It is concluded that governing images have distorted and limited discussions on the prevention of alcoholism and have created a cultural ambivalence toward the subject. Measures to encourage nondrinking behavior are suggested. (41 references)

Schilling, M.E., and Carman, R.S. Internal-external control and motivations for alcohol use among high school students. *Psychological Reports*, 42:1088–1090, 1978.

Internal-external locus of control and alcohol use were investigated among high school students, and it was found that external control was positively related to problem-oriented motivations and social complications. A developmental model for the relationship between internal-external control and drinking is proposed.

Schneiderman, I. Family thinking in prevention of alcoholism. *Preventive Medicine*, 4:296–309, 1975.

The families of alcoholics display symptoms that reflect and replicate the alcoholic's behavior: tolerance of unacceptable behavior, loss of control over drinking, obsession with alcohol, rigid response patterns to alcoholism that simulate compulsive behavior, and personality changes caused by attempts to ensure continuation of the system. Family thinking could help to prevent alcoholism in the next generation by offering the children of alcoholics new models for coping. Family thinking should be introduced and encouraged in treatment programs, alcohol education, and public information about alcoholism.

Smart, Reginald G. "Availability and the Prevention of Alcohol-Related Problems." Presented at: NIAAA Seminar on Normative Approaches to Prevention of Alcohol-Related Problems (San Diego, California), April 1977. 35 pp.

The concept of availability of alcohol is examined from the standpoint of definition problems encountered in its study and the results of empirical research. With the exception of self-service stores, changes in number and hours of alcohol outlets appear to have little influence on consumption. Methods of analysis, the effects of total prohibition, the somewhat equivocal results of Finnish studies on availability, and current world trends in consumption demand are considered in relation to their effect on per capita consumption. (37 references)

———. "The Effect of Availability of Alcohol Beverages on Per Capita Consumption and Alcoholism Rates." 5 pp.

A study was designed to examine the relationship between overall availability and per capita consumption and liver cirrhosis rates in the 50 States and the District of Columbia. Results indicated that the correlation between per capita consumption and availability is positive and significant. It is suggested that slight changes in availability may have relatively little effect upon either consumption or problems, provided neither income nor urbanism is changed. (8 references)

Straus, R. "Discussion of Dwight B. Heath's 'A Critical Review of "The Sociocultural Model" of Alcohol Use'." Presented at: NIAAA Seminar on Normative Approaches to Alcoholism and Alcohol Problems (San Diego, California), April 1977. 10 pp.

The author expresses his concurrence with all points made in the original paper. In extending several of those points, he indicates a need for: greater emphasis on primary contact with a survey population—as opposed to statistical analysis; more involvement by researchers in longitudinal, prospective projects; a holistic approach to alcohol problems; and greater attention to individual differences in response to alcohol. Regarding this last issue, he differentiates between situation-specific and generalized alcohol dependence and comments on their meaning for prevention strategies.

Trotter, Robert T. Cultural perspectives on alcoholism. In: Sheldon, Mary, and Sparling, Russell, eds. *Women and Alcohol: Cultural Perspectives and Public Responsibilities*. Amarillo, TX: The Texas Committee for the Humanities and Public Policy, 1977. pp. 34–39.

The author discusses two cultural concepts, the Sapir-Whorf hypothesis and cultural relativity, as they relate to alcohol use and abuse. Alcohol consumption viewed from the anthropological perspective is ruled by limits and time-outs unique to each culture. Implications for alcoholism treatment, rehabilitation, and prevention are suggested.

Vincent, M.O. Changing concepts of alcoholism. *Report on Alcohol*, 32(2):3–24, Summer 1974.

In the author's viewpoint, epidemiological evidence suggests that the number of alcoholic people in a society can be reduced by decreasing the overall consumption in any given social system. (26 references)

Whitehead, Paul C. Effects of liberalizing alcohol control measures. *Addictive Behaviors*, 1(3):197–203, 1976.

Differing outcomes in those situations where alcohol control measures have been liberalized are described in three countries—Canada, Finland, and the United States. In Finland, the availability of medium (3.5) beer increased per capita consumption nearly 50 percent between 1968 and 1969. In Canada and the United States, lowering the drinking age has coincided with a steep increase in alcohol-related collisions of young male drivers. The theoretical relevance of this to future social policy is discussed. (33 references)

———. The prevention of alcoholism: Divergences and convergences of two approaches. *Addictive Diseases: An International Journal*, 1(4):431–443, 1975.

Discusses the theoretical and empirical foundations of two models for the prevention of alcoholism: the sociocultural model and the more statistically oriented, distribution of consumption model. Ways in which some of the models' divergences can be reconciled in the formulation of public policy are suggested. (44 references)

Whitehead, Paul C., and Aharan, Charles H. Drug-using attitudes and behaviors: Their distributions and implications for prevention. *Canadian Journal of Public Health*, 65:301–304, 1974.

Data from a 1968 survey on the attitudes of London, Ontario, secondary school students relative to the desirability of intoxication with drugs are presented. The results suggest that, at that time, messages encouraging moderation or even abstinence in the use of alcoholic beverages would have been in conformity with values already held by broad sectors of the student population. (22 references)

Whitehead, Paul C., and Szandorowska, Barbara. "Introduction of Low Alcohol Content Beer: A Test of the Addition-Substitution Hypothesis." Presented at: 11th Annual Conference of the Canadian Foundation on Alcohol and Drug Dependencies (Toronto, Ontario), 20–25 June 1976. 14 pp.

When low alcohol-content beer (3.9 percent alcohol by volume) was introduced into the province of Ontario in 1975, an investigation of 76 regular users revealed that the marketing of the new product led to an increase in the number of situations where alcoholic beverages are used and to an increase in the use of beer as part of some people's drinking practices. (10 references)

Williams, Allan F. Causes of alcohol abuse. In: Cull, J., and Hardy, R., eds. *Alcohol Abuse and Rehabilitation Approaches*. Springfield, IL: Charles C Thomas, 1974. pp. 20–35.

The question of why certain people who drink become alcoholic while others remain moderate social drinkers is examined from standpoints of heredity, physiology, sociology, and personality. Methods of treatment, rehabilitation, and prevention are reviewed. (20 references)

Wilsnack, Sharon C. Impact of sex roles and women's alcohol use and abuse. In: Greenblatt, M., and Schuckit, M.A., eds. *Alcoholism Problems in Women and Children*. New York: Grune and Stratton, 1976, pp. 37–63.

Alcoholism and sex roles viewed from a psychological perspective lead the author to conclude that sex-role conflict is a significant contributing factor in alcoholism among women. Two different patterns of sex-role conflict are reported: 1) conflict between conscious femininity and less conscious masculinity, and 2) consciously desired masculinity conflicting with self-perceived femininity and/or social demands for traditional feminine behavior. Possible areas of change include personal predisposing factors that create needs for the effects of alcohol and social orienting factors that allow women to drink to satisfy those needs. (74 references)

Zimering, Stanley, and Calhoun, James F. Is there an alcoholic personality? *Journal of Drug Education*, 6(2):97–103, 1976.

The existence of a personality type in which the individual is predisposed to alcoholism is questioned in this article. It is concluded that the alcoholic personality may be one characterized by certain predisposing traits that may be triggered by specific environmental stresses. (17 references)

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EDUCATION

ALCOHOL EDUCATION IN SCHOOLS

Alcohol Education: A Teacher's Curriculum Guide for Grades K-6. Albany, NY: New York State Education Department, Division of Drug and Health Education Services, 1976. 98 pp.

This guide focuses on grades kindergarten through six and discusses the following topics: why alcohol education is important; what should be taught about alcohol; and how alcohol education should be taught. The guide also includes a resource list for use by the teacher.

Alcohol Education: A Teacher's Curriculum Guide for Grades 7–12. Albany, NY: New York State Education Department, Bureau of Drug Education, 1976. 120 pp.

This teacher's curriculum guide is designed as an interdisciplinary resource on alcohol education for teachers of grades 7 through 12. The guide includes suggested content information for the teacher (alcohol in history, current attitudes toward drinking, reasons for drinking and abstinence, alcoholism, alcohol and driving) and teaching resources.

Alcohol Education: Curriculum Guide for Grades 7–12. Albany, NY: New York State Education Department, Bureau of Drug Education, 1976. 144 pp.

This curriculum guide is designed as an interdisciplinary resource on alcohol education for teachers of grades 7 through 12. Developmental traits are discussed, and objectives and learning experiences are presented. A division is made between grades 7 through 9 and 10 through 12, with each set of three grades considered separately.

Bauer, D.G. The primary prevention project. *Health Education Journal,* 7(2):9, 1976.

The Holland Patent Project, centered in community schools in Holland Patent, New York, aims at teaching responsible alcohol use. Community volunteers and peer counselors conduct classes in values clarification for both students and parents, and emphasize basic responsibility concepts and coping with peer pressures. Although alcohol consumption has not decreased, there has been a decrease in alcohol-related traffic fatalities, accidents, and irresponsible behavior.

Biron, R.; Carifio, J.; White, R.; DiCicco, L.; Mills, D.; Deutsch, C.; and Reid, G. The critical incident approach to assessing the effects of an alcohol education program. Accepted for publication, *Journal of Alcohol and Drug Education.* Presented at: Meeting of New England Educational Research Association, 30 April-2 May 1978.

This paper posits that individual gains of a certain few students are equally as important as traditional instructional program effects which operate on a pre-to-post, group-level, gain-score model. A critical feature scale was employed to track critical incidents and to detect and describe particular gains of selected students during a series of alcohol education classes.

Blum, Steven B., and Rivers, P. Clayton. "Effects of Contracted Abstinence on College Students' Attitudes and Behavior Toward Alcohol Consumption." Presented at: 11th Annual Conference of the Canadian Foundation on Alcohol and Drug Dependencies (Toronto, Ontario), 20–25 June 1976. 16 pp.

A shift in attitude toward a more positive use of alcohol was found among 24 college students who voluntarily abstained from alcohol for 2 weeks. Following abstention, both amount drunk and estimation of future drinking were reduced.

Brown, James D. Illinois trends in elementary school drug education: "The soft sell." *Journal of Drug Education*, 3(2):157–163, Summer 1973.

Recent changes in approach to drug education in Illinois elementary schools are outlined. The change is from an emphasis on facts about drugs to one on personal decision-making. (10 references)

Brown, Joel, et al. Student perceptions of alcohol policy issues. *Office for Student Affairs Research Bulletin*, 15(5):1974.

A majority of respondents believed that the university needs a special policy governing drinking on campus and that students should have a voice in formulating this policy. Most students favored some restrictions on drinking in all campus locations except the campus club and residence hall rooms and lounges. Approximately half the respondents felt that the university should provide alcohol education and treatment programs.

Burkett, Steven R. Some comments on a state-wide alcohol education program. *Journal of Alcohol and Drug Education*, 21(2):30–34, Winter 1976.

This article reports the results of a questionnaire mailed to 292 high school principals in the State of Washington about the nature and scope of a statewide alcohol education program. It is concluded that, overall, a statewide alcohol education program does not exist. Alternatives to school-based alcohol programs are recommended to reach youth who need such education.

CASPAR Alcohol Education Program. The Somerville story: evolution of an alcohol education program. *Proceedings of the XXVII Annual Meeting of the Alcohol and Drug Problems Association of North America*. 12–16 September 1976. New Orleans, Louisiana. 28 pp.

This paper details the growth of the CASPAR Alcohol Education Program (Somerville, MA) during its first 2 years of development from 1974–1976 when it was selected as one of three prevention programs for national replication. The following areas are addressed: raising consciousness and mobilizing community support; gaining school administration acceptance; recruiting teachers for training; establishing a network of peer educators; training and consultation for human service agencies and evaluating prevention activities.

Chafetz, Morris E. The new attack on alcoholism. *Compact*, 8(3):5–6, May-June 1974.

The subject of alcohol, to be taught effectively, should run through the entire curriculum as part of education for choosing lifelong values and attitudes.

———. Problems of reaching youth. *Journal of School Health*, 43(1):40–44, January 1973.

Suggestions are made for teaching young people socially responsible behavior through public education programs and other measures that could contribute to the prevention of alcohol abuse.

Cornacchia, Harold J.; Bentel, David J.; and Smith, David E. *Drugs in the Classroom: A Conceptual Model for School Programs*. St. Louis, MO: C.V. Mosby Company, 1973. 329 pp.

The preventive aspects of the drug problem in kindergarten through twelfth grade are discussed with emphasis on the behavioral approach in drug education. The volume is intended as a guide to aid schools in resolving the dilemma of drug abuse and as a source of practical assistance for various school and community individuals.

DeCoster, D.A.; Engs, R.C.; Larson, R.; and McPheron, P. On the campus: Alcohol awareness for college students. *Journal of College Student Personnel*, 17(5):438–439, 1976.

An alcohol education program which improves knowledge of alcohol is described.

Dembo, Richard, et al. *Drug Abuse Prevention: The Awareness, Experience, and Opinions of Junior and Senior High School Students in New York State. Report No. 2 of Winter 1974/75 Survey.* Albany, NY: New York State Office of Drug Abuse Services, 1976. 43 pp.

This report represents an attempt to measure young people's awareness of and attitude toward the prevention efforts their schools have undertaken. It also seeks to learn which prevention program topics the students desire.

Dennison, D. Effects of selected field experiences upon the drinking behavior of university students. *Journal of School Health:* 38–41, January 1977.

An education program and a research study on how to affect dangerous behavior and establish controlled and responsible drinking behavior in university students are described.

DiCicco, Lena M., and Unterberger, Hilma. Does alcohol follow drugs. *NASSP Bulletin*, 57(372):85–91, April 1973.

Adolescents needs the opportunity to learn and think about their use of alcohol just as desperately as they needed information about drugs. Unfortunately, most people, adolescent and adult, equate teaching about drinking with moralizing.

Engs, Ruth C. "Let's Look Before We Leap: The Cognitive and Behavioral Evaluation of a University Alcohol Education Program." Presented at: 50th Annual Convention of the American School Health Association (New Orleans, Louisiana), October 1976. 10 pp.

The effectiveness of an alcohol education program at Indiana University was evaluated. The author notes that the results of this study appear to validate other reports which have suggested that an increase in knowledge does not necessarily change behaviors, and there should be no delusion that the "problem is now being solved." (20 references)

Fagerberg, Seigfred, and Fagerberg, Karen. Student attitudes concerning drug abuse education and prevention. *Journal of Drug Education*, 6(2):141–152, 1976.

Students at the University of Florida, Santa Fe Community College, and two high schools were surveyed. Sports and recreational activities were chosen as preferred alternatives to drug use. Small group discussions were indicated by a majority of students as the most effective approach to drug abuse education. Doctors and physicians were considered the most reliable source of drug abuse information at the college and university level, while fellow peers were the primary source for the high school level. The survey revealed that the extent of drug use in the three populations was high, and effective preventative programs were lacking or minimal.

Favazza, A.R., and Cannell, B. Screening for alcoholism among college students. *American Journal of Psychiatry*, 134(12):1414–1416, 1977.

When the Michigan Alcoholism Screening Test (MAST) was administered to 245 students on two midwestern college campuses, 29% of the students on the small, private college campus and 19% on the large state university campus scored more than four points, indicating pos-

sible alcoholism. The authors hope that this study will stimulate further research on alcoholism among college students.

Fejer, Dianne, and Smart, Reginald G. The knowledge about drugs, attitudes towards them and drug use rates of high school students. *Journal of Drug Education*, 3(4):377–387, Winter 1973.
Knowledge level and permissive attitudes tend to increase with grade level. Knowledge scores also increase, but attitudes become less permissive with increasing academic standing. Questions are raised concerning the value of providing factual information as a method of deterring drug use.

———. Preferences of students for drug education programs and program elements. *Journal of Alcohol and Drug Education*, 21(1):11–20, 1975.
This article describes information dealing with drug use in grades 9 through 13 in Canada and educational programs they have received.

Finn, Peter. The role of attitudes in public school alcohol education. *Journal of Alcohol and Drug Education*, 20(3):23–30, Spring 1975.
The author explains why teachers must refrain from expressing their attitudes toward drinking and must instead encourage students to reveal and evaluate their own attitudes. This will promote both responsible drinking and personal development of the students.

Finn, Peter, and Lawson, Jane. *Alcohol: Pleasures and Problems.* Cambridge, MA: Abt Associates, 1975. 25 pp.
This student booklet is to be used in conjunction with the teacher manual and films of the DIAL A-L-C-O-H-O-L series. It presents facts and illustrations on the use of alcohol and is intended to aid young people in deciding whether or not to drink.

Finn Peter; Lawson, Jane; Abrams, Linda; Tomey, Karen; and Ault, Michael. *A Teacher Manual for Use With Jackson Junior High: A Film Series for Grades Five Through Eight on Alcohol Education.* Cambridge, MA: Abt Associates, 1975. 44 pp.
This teacher manual is designed to help the teacher use four films with maximum effect. It includes information about alcohol and alcohol education, and resources for obtaining additional information about alcohol and alcohol education.

———. *Kids and Alcohol: Facts and Ideas About Drinking and Not Drinking.* Cambridge, MA: Abt Associates, 1975. 24 pp.
This student booklet is to be used in conjunction with the teacher manual and films of the Jackson Junior High series. It presents facts and illustrations on the use of alcohol and is intended to aid young people in deciding whether or not to drink.

Globetti, Gerald. A conceptual analysis of the effectiveness of alcohol education programs. In: Goodstadt, M.S., ed. *Research on Methods and Programs of Drug Education.* Toronto, Canada: Alcoholism and Drug Addiction Research Foundation of Ontario, 1974. pp. 97–112.
Attention is directed to education in the schools and community. It is concluded that there is an abundance of data regarding beverage alcohol and that it is time more realistic and effective ways are designed to transmit this information to the young. (31 references)

Hewitt, Keith. *The Whole College Catalog About Drinking: A Guide to Alcohol Abuse Prevention.* Rockville, MD: National Institute on Alcohol Abuse and Alcoholism, 1976. 143 pp.

This catalog tries to encourage fresh thinking and experimentation regarding alcohol abuse and prevention. Each is a separate unit that can be used independently to meet distinct needs. Part 2 offers specific and nonspecific strategies and a section on description of programs and projects operating on various campuses around the country.

Jones, T.L. Is alcohol education in schools necessary? In: *National Alcohol and Drug Dependence Multidisciplinary Institute 75.* Canberra, Australia: Australian Foundation on Alcoholism and Drug Dependence, 1975. pp. 146–152.
Although the standard attitude is that alcohol education will stop young people from drinking and prevent alcoholism, results suggest that it has failed to have the desired effect.

Kraft, David P. "Follow-Up of a Federal Effort to Encourage Campus Alcohol Abuse Prevention Programs." Presented at: American College Health Association Conference (Philadelphia, Pennsylvania), 21 April 1977. 11 pp.
Results of the NIAA-sponsored University 50-Plus-12 Project for stimulating campus alcohol abuse prevention programs are evaluated as of the time of the Fall 1976 followup visits. Information gathered during the 1976 visits showed an increase in the number of campuses with significant prevention programs. A brief description of some of the programs and projects developed at various universities over the past few years is provided. (6 references)

Kraft, David P., et al. "Alcohol Education Programming at the University of Massachusetts, Amherst, and Evaluation of Results to Date." Report to the National Institute on Alcohol Abuse and Alcoholism, Rockville, Maryland, 1977. 30 pp.
This report seeks to foster responsible decisions about alcohol use, including comfortable drinking and nondrinking behaviors. It uses a variety of approaches: community development (responding to the needs and wants of target populations); extensive approaches (posters, pamphlets and special displays); and intensive approaches (small discussion groups to help individuals examine and modify their attitudes and behavior).

McClellan, Perry P. The Pulaski Project: An innovative drug abuse prevention program in an urban high school. *Journal of Psychedelic Drugs,* 7(4):355–362, October-December, 1975.
The class emphasized exploration of new experiences by nonchemical methods, such as encounter, meditation, and chanting. Attendance was voluntary, and no grades were given. The program reduced the usage of drugs, particularly barbiturates, amphetamines, and psychedelics, but increased the use of alcohol.

Milgram, Gail. Analysis of alcohol education curriculum guides. *Journal of Alcohol and Drug Education,* 20(3):13–16, Spring 1975.
The author identifies 119 curriculum guides in an annotated bibliography of alcohol education materials. The major emphasis has been on alcohol education, with little emphasis on sociology, controls, alcohol and driving, and teenage drinking.

———. Descriptive analysis of alcohol education materials. *Journal of Studies on Alcohol,* 36(3):416–421, 1975.
The author investigated 873 alcohol education items (books, pamphlets, and leaflets) published in the United States and Canada from 1950 to 1973. Most of the materials for the general public were rated good, but the materials for junior high and elementary school students were of poorer quality. (12 references)

———. A historical review of alcohol education research and comments. *Journal of Alcohol and Drug Education*, 21(2):1–16, Winter 1976.
The author concludes that current efforts are inadequate, ambivalent, and vague. They should be handled by teachers trained in the field, have adequate time allotted to them in the school curriculum, use scientific materials, have specific goals, be geared to student needs, and be taught at grade levels most appropriate to student needs. (75 references)

Panepinto, Joseph. Drug abuse prevention: Real or unreal. In: *Selected Papers Delivered at the 9th Annual West Virginia School on Alcohol and Drug Abuse Studies, June 17–22, 1973*. Morgantown, WV: West Virginia University, 1973.
Considers that drug-abuse prevention is possible and is contingent on the ability to develop relevant methods of preventive education, preventive treatment, and preventive rehabilitation. Specific suggestions for educational programs—from infant-parent levels through elementary and high schools to college curricula—are offered.

Roe, Betty. Don't ignore alcohol. *NASPA Journal*, 11(1):27–32, July 1973.
In response to the lowered age of majority, colleges must take some responsibility for the drinking patterns and alcohol knowledge of their students. A test, designed for use with those 14 years old and up, is presented as a learning technique for a unit on alcohol and its abuse. Emphasis is on discussion of responses.

Rostain, Hana. Applying public health approaches to prevention. In: *Prevention of Alcohol Problems: A Challenge to Health Education*. New York, NY: New York Department of Health Education, 1976. pp. 24–30.
The author advocates the integration of health education prevention programs into the mainstream of the health care delivery system. Continuity of care is important, and the author feels that health education should take place in the home, at work, in schools, and in clinics and hospitals.

Russell, Robert D. What educational method should be adopted in teaching about alcohol to prevent future problems. *Toxicomanies*, 8(3):195–217, July-September 1975.
Most individuals surveyed preferred a combined orientation for both alcohol and marijuana. It was concluded that education could focus on individual responsibility toward others and the importance of group influence on individuals. The formation of groups concerned with drug-abuse problems is therefore recommended.

Schaps, Eric; Cohen, Allan F.; and Resnik, Henry S. *Balancing Head and Heart*, Vol. 1: *Prevention in Perspective*. LaFayette, CA: Prevention Materials Institute Press, 1975. 114 pp.
Specific goals are set forth for preparing children to lead successful lives. A developmental model encompassing the family and the first 12 years of school is described, along with 11 possible prevention stages. This concept of combining strategies is explored, and it is suggested that prevention become a continuing concern of society itself. (94 references)

Stacey, Barrie, and Davies, John. The teenage drinker. *Journal of Alcohol and Drug Education*, 18(4):1–8, February 1973.
This paper, which stems from a research project sponsored by the Scottish Home and Health Department, discusses research on teenage drinking, stresses the need for improved alcohol education, and suggests some methods of improvement.

Stuart, Richard B. Teaching facts about drugs: Pushing or preventing. *Journal of Educational Psychology*, 66(2):189–201, April 1974.

The authors assigned 935 seventh and ninth graders in two suburban junior high schools to experimental drug education or control groups. Results indicate that relative to controls, students receiving drug education significantly increased their knowledge about drugs, their use of alcohol, marijuana, and LSD, and their sale of the latter two drugs, while their worry about drugs decreased. With limitations, findings support the notion that drug education may not necessarily be positive in its effect and indicate the need for precise measurement of program outcomes.

Substance Abuse Resource Guide K–12. Phoenix, AZ: Arizona Department of Education, Alcohol and Drug Division, 1976. 231 pp.

The purpose of this guide is to prevent the abuse of substances by dealing with the psychological reasons individuals choose to abuse them. It stresses the development of responsible decision-making skills, formatiton of correct value judgements, and growth of positive self concepts among students. Included are: a question and answer section on alcohol and tobacco; a chart on abused drugs; a glossary of medical and drug terms; and a bibliography comprising teaching resources, college courses, pamphlets, and State agencies and organizations that deal with alcohol and drug problems.

Vogler, Roger E., and Weissbach, Theodore A. "Teaching Alcohol Abusers to Drink Moderately." Presented at: Meeting of the American Psychological Association (San Francisco, California), 26–30 August 1977. 9 pp.

The author proposes an alternative social learning model to the currently ascendant medical model. In the area of prevention, the learning model would start alcohol education courses at the high school level, possibly even the elementary level. The author takes the medical model to task for poor preventive strategies, and an emphasis on myth and personal experience in alcohol education, rather than objective scientific data. (3 references)

GENERAL AND ADULT EDUCATION

Alcohol Education for Adults: A Guide for Instructors. Albany, NY: New York State Education Department, Division of Drug and Health Education Services, 1976. 87 pp.

This guide is one of a series of three units of curriculum and teacher's guides, the others designed for grades kindergarten through six and seven through twelve. The guide includes the names and addresses of sources which provide free or inexpensive materials on alcohol.

Blane, Howard T. Education and the prevention of alcoholism. In: Kissin, Benjamin, and Begleiter, Henri, eds. *Social Aspects of Alcoholism*. New York: Plenum Press, 1976. pp. 519–578.

The social science model, the distribution of consumption model, and the proscriptive model, as well as the traditional public health approach, are discussed in terms of implications for prevention. (153 references)

Brunn, Kettil; Edwards, Griffith; Lumio, Martti; Makela, Klaus; Pan, Lynn; Popham, Robert E.; Room, Robin; Schmidt, Wolfgang; Skog, Ole-Jorgen; Sulkunen, Pekka; and Osterberg, Esa. *Alcohol Control Policies in Public Health Perspective*. Helsinki: Finnish Foundation for Alcohol Studies, 1976. 106 pp.

This report, prepared by a small scientific working group, describes alcohol-related health damage, trends in alcohol consumption and the need for policies which place high priority on control of alcohol availability. It is presented as a "state of the art" paper discussing these and other items in a logical sequence.

D'Augelli, Judith Frankel. "Parenting Skills for Alcohol Abuse Prevention: A Programmatic Approach." Pennsylvania State University.

A discussion of parenting skills for primary prevention of alcohol abuse is presented with an emphasis on enhancing the life-coping skills and development of the individual. Rationale for involving parents in alcohol abuse education is elaborated upon, and a basic program for achieving these goals is discussed. (10 references)

DeLellis, John D., and Griffin, Patrick. *Alcohol Public Education Literature: Alcohol Countermeasures Literature Review (Revision).* Washington, DC: U.S. Government Printing Office, 1974. 12 pp.

A selective review of the recent literature on alcohol abuse is offered, with emphasis upon identification, prevention, employment and productivity, and traffic safety. Constructive coercion, as opposed to punitive methods, is viewed as the best way to cut down on traffic injury and fatality rates. (38 references)

Dolan, J.S. Observations about the responsible drinking theme and THRESHOLD. *Journal of Alcohol and Drug Education*, 21(2):20–29, 1976.

Operation THRESHOLD, the U.S. Jaycees' primary alcoholism prevention project, promotes responsible drinking, which it defines as safe, healthy and sensible use of alcohol. It focuses on the prevention of alcohol problems, especially in adults and older youths. Since it is an inherently positive theme, responsible drinking could become a rallying point around which the general public could build greater understanding about drinking and abstaining.

Grunden, Grace. *Way It Is.* Beaverton, OR: Peter George, 1973. 94 pp.

The author provides information about alcohol in a way that is at once comprehensive and highly understandable. The stated goal of this book is to promote prevention through alcohol education.

Haaranen, A. Popular alcohol information in Finland. In: *Proceedings of the 31st International Congress on Alcoholism and Drug Dependence.* Bangkok, Thailand: 1975. pp. 596–598.

In its role as an alcohol information dissemination agency, the Finnish State alcohol monopoly (ALKO), is discussed. The aims of ALKO are to curtail harmul consumption, change attitudes that are favorable to overindulgence, and gain support for alcohol policy measures that would restrict the distribution and sale of alcoholic beverages.

Hancock, David C. "Drugs, Alcohol and the Occult." Presented at: Alcohol and Drug Problem Association Board of Directors Meeting, 23–28 September 1973. 17 pp.

The author discusses prevention of alcoholism in terms of the revision of drinking attitudes and customs which border on occultism. He advocates preventive education to remove the symbolism, superstition, mythology, and even "magic" which have accrued to alcohol. The surprisingly common belief in the "power" of alcohol to fulfill personal desires or solve personal problems is debunked.

Hanson, David J. Social norms and drinking behavior: Implications for alcohol and drug education. *Journal of Alcohol and Drug Education*, 18(2):18–24, Winter 1973.

According to the author, the best educational approach seems to be one that explains the consequences of using alcohol and various drugs in a nonemotional and nonmoralizing manner, and avoids unrealistically negative conceptions of users. (35 references)

Irwin, Karen C. "Women, Alcohol, and Drugs: A Feminist Course Focusing on Causes and Prevention of Abuse." Presented at: 104th Annual Meeting of the American Public Health Association (Miami, Florida), October 1976.

A combination awareness group/instructional course on female alcohol and drug abuse was offered through the San Diego feminist Free University by staff of the Department of Substance Abuse of the City of San Diego. The 6-week,2-hour course involved a combination of lecture, discussion, and experiential participation.

Jacobson, Leonard D. Ethanol education today. *Journal of School Health*, 43(1):36–39, January 1973.

The article includes points and suggestions that could be used in an instructional program about alcohol.

Klein, F. Alcoholism and advertising. In: Chafetz, Morris, ed. *Proceedings of the 4th Annual Alcoholism Conference of the National Institute on Alcohol Abuse and Alcoholism*. Washington, DC: Government Printing Office, 1976. pp. 425–438.

Grey North's advertising campaign for NIAAA hopes to assist the public to learn more about how alcohol works, how and why drinking problems develop, early warning signs, how treatment can help, and how to teach children about responsible drinking.

Mason, Pamela. Health education as it relates to prevention—a discussion paper. In: *Summary Proceedings: Tripartite Conference on Prevention*. Elkridge, MD: 1976. pp. 52–58.

This paper states the "need to interest individuals, communities, and society as a whole in the idea that prevention is better than cure." The growth of health education as it has extended into the realm of mental health during the past several decades is reviewed. Health education is termed "an investment in prevention for the future."(12 references)

Preventing Alcoholism. New York: Christopher D. Smithers Foundation, 1973. 46 pp.

The many aspects of alcoholism prevention are reviewed, and suggestions for such prevention are offered in the form of printed guidelines for drinking and serving alcoholic beverages. A comprehensive alcohol education program is outlined for parents, teachers, and students.

Ramsey, Phillip. Model for alcohol prevention. In: *National Alcohol and Drug Dependence Multidisciplinary Institute 75*. Canberra, Australia: Australian Foundation on Alcoholism and Drug Dependence, 1975. pp. 153–155.

Although alcohol education programs cannot be viewed as a panacea, the highest and most urgent priority is the adult alcohol education program. Specific recommendations are made for a model of prevention in which the department of education enters into a partnership with a voluntary organization committed to abstinence to provide materials and education. (5 references)

Rix, K.J. Evening classes on alcoholism: An experiment in alcoholism education. *British Journal of Addiction*, 69(1):33–34, 1974.

The author reviews the effectiveness of public education classes on alcoholism conducted by the Aberdeen and district councils on alcoholism in Scotland. It is believed that evening sessions on alcoholism provide a means of reaching both the general public and persons involved professionally with alcoholism problems and that appropriate involvement of newspapers and television will increase the impact of such classes. (2 references)

Schaps, Eric, and Slimmon, Lee R. *Balancing Head and Heart*, Vol. 2: *Eleven Strategies*. LaFayette, CA: Prevention Materials Institute Press, 1975. 177 pp.

Eleven affective approaches to the prevention of drug abuse are analyzed. A summary of the possible age ranges of each strategy is presented in chart form. Strategies are also rated in seven areas, including costs, training necessary, and potential for direct impact on drug and alcohol problems.

Zucker, Robert A. "Implications of Recent Adolescent Drinking: Research for Programs of Primary Prevention and Education." Presented at: North American Congress on Alcohol and Drug Problems—Prevention Section (San Francisco, California), December 1974. 19 pp.

The author discusses the problems involved in developing alcohol education programs in terms of a primary prevention perspective. Case findings and problems in early identification, program design and personnel are reviewed. Program administration procedures are presented. (34 references)

SPECIAL TARGET GROUPS

Bendit, Emile A. Alcohol and adolescents: What it means and what to do. *Primary Care*, 2(4):585–592, 1975.

Adolescent alcohol consumption, patterns of use, treatment approaches, and prevention are discussed. Guidelines for the responsible use of alcohol are offered. (9 references)

[illegible]. Howard T. Recent trends in alcohol education. *Health Education*, May/June:30–[illegible], [illegible].

Descriptions of some major trends in youth education about alcohol are provided. Attention is given to general population and target group approaches, and to different outcome goals. Goals include integrated drinking, where alcohol consumption becomes subordinate to other activities, reduction in deviant drinking, and abstinence. Various settings and activities are mentioned briefly. (10 references)

Bragg, Terry L. Teen-age alcohol abuse. *Journal of Psychiatric Nursing and Mental Health Services*, 14(12):10–18, 1976.

Statistical data are cited to support the view that teenage problem drinking is increasing. The reasons for this are examined and recommendations for prevention are set forth. (22 references)

Braucht, G. Nicholas. Preventing teenage problem drinking: An enticing prospect, tried but unproven. *Psychiatric Opinion*, 12(3):22–25, March 1975.

The author examines the effectiveness of preventive efforts which have been primarily legal and education programs. Problems facing the educator are noted, chiefly the wide variation of community attitudes toward use of alcohol. Data are cited suggesting that problem drinking is only one of a class of socially deviant behaviors, all of which are rooted in sociocultural and personal factors.

Chafetz, Morris E. "Juvenile Drinking." 20 July 1973.

A disturbing trend is surfacing that indicates that young people are substituting alcohol for other drugs. It is mandatory that the adult population make themselves aware of the facts about alcohol and alcohol abuse in order to help the youth adopt a responsible attitude toward alcohol.

Cohen, Sidney. Teenage drinking: The bottle babies. *Drug Abuse and Alcoholism Newsletter*, 4(7):1–4, August 1975.

The increasing use of alcohol by early adolescents, including as many girls as boys, and the growing numbers of teenage polydrug abusers (with alcohol as the basic intoxicant) and pubescent alcoholics, are discussed. Because indulgence in alcohol is a culturally entrenched habit, overtly or covertly reinforced, it is stressed that children should be taught responsible and moderate drinking, and overindulgence should receive firm disapproval and condemnation.

Cueli, Jose. Theoretical aspects of prevention: What can be achieved through public information and education? In: *Papers Presented at the 5th International Institute on Prevention and Treatment of Drug Dependence.* Lausanne, Switzerland: International Council on Alcohol and Addictions, 1974. pp. 73–76.

The criteria on drug abuse prevention and education adopted by UNESCO at Paris in 1972 and a method used in Mexico to establish interpersonal relationships between drug abusers and treatment professionals are reviewed. The UNESCO theory assumes the direct participation of the people at whom prevention programs are aimed in execution, evaluation, and feedback processes.

Dowd, Daniel F., and Dalton, Philip H. "Alcohol and Drug Abuse Prevention and Control Program." Presented at: Seminar on the Prevention of Alcoholism and Drug Dependency (Orlando, Florida), 28–30 March 1977. 10 pp.

A brief description of the Alcohol and Drug Abuse Prevention and Control Program (ADAPCP) at Fort McPherson U.S. Army Hospital in Georgia is presented.

Heindenreich, Adrian C. Alcohol and drug use and abuse among Indian-Americans: A review of issues and sources. *Journal of Drugs Issues*, 6(3):256–272, 1976.

It is noted that although numerous education, prevention, and treatment programs have been developed, many personnel lack adequate knowledge of pertinent conceptual issues or acquaintance with sources on alcohol and drug abuse among Indians. Recommendations include better contact between experienced personnel and local programs, and increased dissemination of published literature on alcohol. (196 references)

Hicks, H. Harrell. The chaplain and the Army's drug and alcohol abuse program. *Military Chaplains' Review: Alcohol Abuse*:25–29, Winter 1977.

The question of chaplain responsibility in the area of substance abuse is addressed, and the author recommends that chaplains take an active role and establish a supportive relationship with the Army Drug and Alcohol Prevention and Control Program (ADAPCP), which was created in 1971.

Jones, Franklin D., and Johnson, Arnold W. Medical and psychiatric treatment policy and practice in Vietnam. *Journal of Social Issues*, 31(4):49–65, 1975.

Initially contributing to the lowest incidence ever of U.S. combat psychiatric casualties (12/1,000/year), the preventive and treatment policies of immediacy, expectancy, simplicity, and centrality were established

early in the Vietnam conflict. The drug abuse epidemic revealed the inadequacy of traditional approaches and the need for developing new approaches, especially primary preventive methods.

Kern, Joseph C.; Tippman, Joan; Fortgang, Jeffrey; and Paul, Stewart R. A treatment approach for children of alcoholics. *Journal of Drug Education*, 7(3):207–218, 1977–78.

This paper reports on an effort by an alcoholism treatment program to mount an education/prevention effort with children of alcoholics and their mothers. Each session is described in detail, and recommendations for programming in this vital area are offered. (17 references)

Krebs, James M. "New Directions for Army Alcohol and Drug Abuse Control." Report, U.S. Army War College, Carlisle Barracks, Pennsylvania, 21 October 1975. 39 pp.

Army efforts to control alcohol and drug abuse are examined as to their success and potential for future success. Deficiencies are noted in the prevention, identification, and rehabilitation areas of the Army Drug and Alcohol Abuse Prevention and Control Program. Recommendations for change are outlined, including an enlightened and concerned leadership. (37 references)

Marsh, Raymond M. "Human Problems Overseas: Experience of the Military." Presented at: International Conference on Alcoholism in Multi-National Operations (Boston, Massachusetts), 29 April 1977.

Contributions made by military behavioral scientists toward the development of community mental health programs are listed, as are recent actions by the military in the area of alcoholism prevention in overseas commands.

McManus, Margaret. "National Perspective on Youthful Drinking and Strategies for Prevention." Presented at: 4th Regional Addiction Institute (Arlington, Texas), 2 June 1977. 12 pp.

Results of recent surveys bearing on the question of alcohol use and misuse by young people throughout the United States are summarized, and alcohol abuse prevention programs developed specifically for the youthful drinker are described. Brief reviews of NIAAA youth initiatives and of some significant prevention programs and strategies funded by NIAAA are also provided.

Mueller, Kurt. "Social Advocates for Youth: Survey of Alcohol Use." Report, 1976. 148 pp.

Data from a 1975–1976 alcohol use survey among youth are discussed. Few programs dealing with alcohol prevention among youth were reported in the areas surveyed. A need is cited for alcohol prevention as a program strategy in an early age youth population.

Noble, Ernest P. Statement on alcohol and drug abuse education and prevention programs for youth before the Subcommittee on Alcoholism and Drug Abuse, Committee on Human Resources, United States Senate. 24 March 1977. 7 pp.

Models of alcohol abuse prevention for youth have been developed with NIAAA support, and the most promising models will be replicated in a limited number of sites. If evaluation is positive, the models will be disseminated nationally.

Parents Are Responsible: A Program about Parents, Children and Drugs. Minneapolis, MN: Minneapolis Health Department, July 1977. 90 pp.

This publication is the manual for a five session, small group, parent education program focusing on the family's potential role in primary prevention.

Phillipson, Richard. Adolescent alcohol abuse. *Drug Abuse and Alcoholism Newsletter*, 2(8):November 1973.

This article discusses adolescent alcohol abuse, implications of lowering the drinking age, and measures and alternatives that might be developed to prevent further abuse. The importance of the peer group in adolescent drinking is noted, and a question-and-answer section on the problem is included.

Ruben, H.L. Rehabilitation of drug and alcohol abusers in the U.S. Army. *International Journal of Addiction*, 9(1):41–55, 1974.

The author describes the origins and methods of treating alcohol and drug abusers used by the U.S. Army.

Sandmaier, Marian. "Alcohol Programs for Women: Issues, Strategies and Resources." Report, National Institute on Alcohol Abuse and Alcoholism, Rockville, Maryland, 1976. 60 pp.

Specific suggestions are given for developing prevention and treatment programs for women, and innovative projects of groups around the country involved in combatting women's alcohol problems are described. Lists of both alcohol and women's organizations are offered, as well as organizing tools for women. Treatment, prevention, and education programs are covered. (34 references)

Schuckit, Marc A. Alcohol problems in the United States Armed Forces. *Military Chaplains' Review: Alcohol Abuse*:9–19, Winter 1977.

The epidemiology of alcohol-related problems in the United States Armed Services is briefly reviewed, and subtypes of alcoholism, treatment, and prevention are discussed. Prevention units have encouraged early identification, but discouraged inexpensive liquor, frequent happy hours, and the almost mandatory attendance at cocktail parties by officers.

Schuckit, Marc A., and Gunderson, E.K. Early identification of alcoholism in Navy psychiatric outpatients. *Diseases of the Nervous System*, 38(6):397–400, 1977.

A group of U.S. Navy alcohol outpatients was compared on a number of demographic and clinical variables with inpatient alcoholics and a general psychiatric outpatient population. An effort is made to lay the groundwork for early casefinding and alcoholism prevention in the service. (32 references)

Seixas, Frank. Possible effect of major efforts to treat established alcoholism: Initiating an epidemic of health. *Preventive Medicine*, 3:86–96, 1974.

A review of suggestions on prevention of alcoholism through general education, with a focus on education of special target groups, is presented. The suggestion is made that treatment efforts produce abstinent people who can be considered immunized by education and experience against alcoholic drinking. (46 references)

Silsby, Harry D.; Lawson, Thomas L.; and Hazlehurst, Charles D. Drug abuse prevention in the military: A punitive/administrative action approach. *Military Medicine*, 140(7):486–487, July 1975.

A punitive approach had no effect in reducing illicit drug use or experimentation. The program also had no influence on alcohol consumption patterns. It is suggested that, if drugs were being used as a way of handling stress and anxiety, the punitive approach would have no value since it would tend to increase stress.

Young people and alcohol; drinking practices, drinking problems, initiatives in prevention and treatment. *Alcohol Health and Research World*:2–10, Summer 1975.

An important prevention effort is alcohol education as part of a school curriculum. Some prevention models that are being tested are cited. In Dallas, Texas, the Southwest Allied Youth high school members work in teams to give factual presentations and lead discussions about alcohol in junior high classrooms. In Akron, Ohio, the YMCA has developed a nonschool program in which college-age counselors work with fourth, fifth, and sixth graders as part of YMCA activities, and evaluate their values and decision-making skills.

TRAINING

"Beyond the Three R's: Training Teachers for Affective Education." Report to the National Institute on Drug Abuse, Southern Regional Education Board, June 1974. 83 pp.

This report presents an approach to training teachers designed to prepare them for affective education roles such as alcohol and drug education. It includes essential values and attitudes, skills and knowledge of prospective teachers, as well as recommendations for the training program itself.

Bissonette, R. Bartender as a mental health service gatekeeper: A role analysis. *Community Mental Health Journal*, 13:92–99, 1977.

Bartenders have been considered particularly valuable in reaching into the community, and experimental programs exist in several States to train them as gatekeepers. Aspects considered are: that the bartender's control over the dispensation of personal recognition as well as drinks greatly enhances his personal influence; that he acts simultaneously as a businessman and a personal confident; that he appears to elicit continued revelations of intimate personal facts, opening up a variety of relationships with others; and that he is the focal point in many of the communications among the customers.

Davies, D.L. Implications for medical practice of an acceptable concept of alcoholism. *Irish Journal of Medical Science*:49–57, June 1975.

This paper is a general statement concerning the role of the medical profession in the handling of alcohol abuse.

D'Lugoff, B.C.; Headley, F. Gene; and Ruskin, Bernice. "Educational Program for Identifying Troubled Employees in an Industrial Setting." Report, May 1973.

An educational program in alcohol prevention and detection designed for an industrial setting is described. The objectives of the program are enumerated and the methodology employed is explained. A discussion of the implementation procedure is given, thoroughly outlining the subjects covered in each training session. Various possibilities for the evaluation of the program are considered. (27 references)

Glatt, M.M. Alcoholism: An occupational hazard for doctors. *Journal of Alcoholism*, 11(3):85–91, 1976.

It is suggested that doctors, because they are "high risk" candidates for alcoholism, should be exposed to special education. It is felt that this prevention effort would also benefit their patients. (15 references)

———. Characteristics and prognosis of alcoholic doctors. *British Medical Journal*, 1:507, 1977.

It is suggested that alcoholism among physicians is due to environmental factors (pressures during medical training and the responsibilities of medical practice) rather than emotional instability. Medical students should be educated about the high risks of alcoholism among physicians.

Good, Robert. "Training Bartenders as Nonprofessional Agents for Bar Patrons." Presented at: 1975 Convention of the American Psychological Association (Chicago, Illinois), 30 August–3 September 1975. 11 pp.

Phase 2 of a project in which bartenders were used for the early identification, referral, and support in treatment of situational drinkers is discussed. The training of bartenders involved informal instruction by a staff member. Various materials, including brochures advertising the

role of the bartender, were distributed among the patrons. Several obstacles encountered in this research project are discussed.

Grant, Marcus. Access and influence: The implications of professional education for primary and secondary prevention of alcoholism in the general population. In: *Papers Presented at the 23rd International Institute on the Prevention and Treatment of Alcoholism.* Lausanne, Switzerland: International Council on Alcoholism and Addictions, 1977. pp. 662–670.

The author provides a wide-ranging discussion on the role of health professionals, doctors, liquor distribution agents, and recovered alcoholics in the dissemination of prevention information. It is suggested that the professional worker be educated to transcend traditional involvement with diagnosis, treatment, and rehabilitation to an acceptance of a role in primary prevention, and that a coordinated preventive approach be incorporated into the curricula of professional training. (9 references)

Madden, J.S. Medical approach to alcohol abuse. *Journal of Alcoholism,* 10(1): 17–22, Spring 1975.

The relevant responsibilities of the medical profession in terms of alcoholism prevention, detection, and treatment are explored. Prevention is believed to be dependent upon widespread changes in social attitudes and behaviors, notably the need for doctors to point out the health risks of excessive alcohol consumption and early signs of alcoholism to their patients. (11 references)

Maloney, Susan K. "Guide to Alcohol Programs for Youth." Report to National Institute on Alcohol Abuse and Alcoholism, Rockville, Maryland, 1976. 26 pp.

A guide to assist program planners in the development of strategies to minimize youth's abuse of alcoholic beverages is presented. Personal development and environmental change are cited as target areas for youth alcohol programs. Specific and nonspecific strategies in each target area are outlined.

Markell, William A. Alcohol abuse prevention through group work with elementary-age children and their families. In: Chafetz, Morris, ed. *Proceedings of the 4th Annual Alcoholism Conference of the National Institute on Alcohol Abuse and Alcoholism.* Washington, DC: Government Printing Office, 1975. pp. 470–475.

The author discusses the national YMCA Youth Values Project, which is currently developing a training model for alcohol education with children and their parents. The major premise of the project—that general value decision-making skills need to be developed by each child, particularly about the use and abuse of alcohol and other drugs—is discussed. Specific plans for future evaluation are included.

Mayer, Frederick S. "Pharmacists: Warn Your Clients: 'Drink and Drugs Don't Mix!'" Presented at: North American Congress on Alcohol and Drug Problems (San Francisco, California), 17 December 1974. 22 pp.

The role of the pharmacist in educating the public as to alcohol/drug interactions is discussed. Some suggestions for beginning alcohol abuse education and prevention programs throughout the community are offered. Appendices include information on specific drug/alcohol interactions. (9 references)

Miles, Samuel A., ed. *Learning About Alcohol.* Washington, DC: American Association for Health, Physical Education, and Recreation, 1974. 181 pp.

This is a resource book prepared as a single source of practical material to help classroom teachers develop effective approaches to alcohol education. It contains such sections as the historical perspective of drinking,

the principles of alcohol education, the teacher's role in alcohol education, and the ranges of behavior involving alcohol. It also includes a bibliography of teaching media and sources.

Paskert, Catherine J. Effectiveness of the University of Utah School on Alcoholism and Other Drug Dependencies. *Dissertation Abstracts International*, 35(10–B):4953, April 1975.

Ten physicians were pretested in their first year of residency, 11 in their second year, and 11 in their third year on their knowledge of alcoholism (cognitive), attitudes toward alcoholics (affective), and ability to diagnose alcoholism (behavioral treatment skills). Discussion emphasizes the beneficial effects of the instruction program and the value of evaluating cognitive, affective, and behavioral components separately. (19 references)

Planning a Prevention Program. Arlington, VA: National Center for Alcohol Education, April 1977.

This handbook, designed to accompany a 2-day training program, provides guidelines on alcoholism prevention programming for adult youth workers in alcohol service agencies. Young people in the 12-to-18 range comprise the target audience for this handbook, which aims at providing a prevention philosophy, a planning guide, and a compendium of resources.

Poley, Wayne. Evaluation of a workshop for Armed Services personnel: Attitude change and the role of authoritarianism. *Journal of Alcohol and Drug Education*, 20(3):1–9, Spring 1975.

Results indicate that following the workshop the participants felt more aware of drug problems, more confident of their ability to approach military personnel about problems of substance abuse, and better able to recognize symptoms of abuse.

Reading, A. Determining the need for training. In: Chafetz, Morris, ed. *Proceedings of the 4th Annual Alcoholism Conference of the National Institute on Alcohol Abuse and Alcoholism*. Washington, DC: Government Printing Office, 1975. pp. 394–405.

The author outlines a systematic procedure for identifying the various factors that should be taken into consideration in determining the need for personnel training and proposes methods for evaluating them. This model can be used for evaluating the training needs of different types of activities and programs involved in the field of alcoholism.

Reynolds, Ingrid. Alcoholism and drug dependence—a survey of general practitioners' opinions. *Medical Journal of Australia*, 1:167–169, 1975.

A random sample of one-quarter of the GPs in the Sydney area indicated that education of medical students, GPs, and the public in areas of alcoholism, drug dependence, and social and emotional problems would be helpful in prevention, detection, and referral. (2 references)

Segal, Carl. "Question of Other Drugs and Alcohol." Presented at: NIAAA Seminar on Alcoholism Detection, Treatment, and Rehabilitation (Washington, D.C.), 18–19 October 1973.

Specific directions relevant to the role of the physician in the prevention and treatment of substance abuse are enumerated.

Verdone, Paul. "Bartenders' Experiences With and Attitudes Toward Patrons in Psychological Crisis." Presented at: 1975 Convention of the American Psychological Association (Chicago, Illinois), 30 August–3 September 1975.

The first phase of a project using bartenders for early identification, referral, and support in the treatment of self-destructive crisis drinkers

is described. The bartenders seemed aware of patron problems, felt a sense of responsibility to their patrons, and were receptive to the idea of obtaining outside assistance in helping them.

Wilkins, R. Community nurse and the alcoholic. *Nursing Times*, 69:1071–1072, 1973.

The author outlines the role of the community nurse in carrying out the task of explaining the disease to both the patient and family. The crucial elements of counseling are discussed: listening, understanding, and knowledge of community resources. Suggestions for the community health nurse on alcoholism research are given. (9 references)

LEGISLATION AND ALCOHOLIC BEVERAGE CONTROL

Beauchamp, D.E. Federal alcohol policy: Captive to an industry and a myth. *Christian Century*, 92:788–791, 1975.

According to the author, regulations of the manufacture, sale and consumption of alcohol are necessary to reduce per capita consumption. The rise in critical alcohol problems shows the inadequacy of legislation governing the availability and use of alcohol. It may not be so difficult to mobilize public support for the new policy even though it might appear that a redistribution of the costs of prevention may meet with public resistance.

Betros, Emeel S., et al. *Drug Abuse Prevention: Report of the Temporary State Commission To Evaluate the Drug Laws.* Albany: New York State Legislative Document No. 11, 1974. 299 pp.

The commission found that few positive results could be ascertained for the State's programs, that use of cocaine and alcohol have rapidly increased among the young, that the immediate cause of drug abuse is poor self-esteem, and that funding for drug abuse programs should be redirected toward learning, health, and emotional problems. Commission bills to establish a New York State driving-under-the-influence-of-alcohol countermeasure program and to redefine prevention of drug and alcohol abuse are appended, along with a list of 1973 hearing witnesses.

Blaney, Roger. Alcoholism in Ireland: Medical and social aspects. *Journal of the Statistical and Social Inquiry Society of Ireland*, 23(1):108–124, 1975.

An overview of theories explaining alcoholism in Ireland does not indicate that ingrained racial or cultural characteristics are a major cause. It is suggested that prevention of the alcohol problem would be most effectively exerted through licensing legislation and taxation policies. (30 references)

Bonnie, Richard J. Law and the discouragement of unhealthy personal choices. In: *Summary Proceedings: Tripartite Conference on Prevention.* Elkridge, MD: 1976. pp. 38–45.

This article argues for a policy of prevention fostered by government health agencies and legal restrictions to undergird the health services' attempts to modify lifestyles that result in alcohol abuse. It is further maintained that mandatory safety laws are essential if the present-day highway carnage caused by drunken drivers is to be stopped. (19 references)

Brown, George E. Alcoholism and advertising. *Congressional Record*, 122(38): E1327–E1328, 1976.

Legislation (the Brown Bill) is introduced to disallow alcoholic beverage advertising as a business tax deduction in an attempt to limit the promotion of alcohol consumption, especially among youth.

Browning, G.W. Alcoholism. *New York State Journal of Medicine*, 75:2324–2325, 1975.

According to the author, a major reason for physicians' reluctance to become involved in treating alcoholics is the fact that the odds are against them and in favor of the disease. For every alcoholic patient helped, the alcoholic beverage industry tries to create new consumers and potential new patients; and for every effort to limit access to alcohol by those who cannot handle it, the patient's friends and civil libertarians protest the curtailment of his freedom.

Canadian researchers urge restricted licenses and higher drinking age for teenage drivers. *Traffic Safety*, 76(8):25, 37–38, 1976.

The findings and suggestions of P.C. Whitehead and R.G. Ferrence concerning the role of alcohol in traffic accidents among young drivers are discussed.

Chafetz, Morris E. New Federal legislation on alcoholism: Opportunities and problems. *American Journal of Public Health*, 63(3):206–208, 1973.

Some ways and means of implementing new Federal legislation on alcoholism are examined. (5 references)

Cisin, Ira H. Formal and informal social controls over drinking. In: **Ewing**, John A., and Rouse, Beatrice A., eds. *Drinking Alcohol in American Society—Issues and Current Research*. Chicago, IL: Nelson-Hall, 1978. pp. 145–158.

The author discusses various controls that are imposed, either through laws or mores, on drinking practices. The purpose of these controls is to regulate who can drink, how much, under what conditions, and at what penalty for overindulgence. In considering the drinking and driving laws, for example, we are presented with a situation in which the laws, although taken seriously, are enforced half-heartedly. The conclusion is drawn that an existing law or social custom may well be ineffective as a tool of prevention.

Clayson, Christopher. Role of licensing law in limiting the misuse of alcohol. In: Edwards, G., and Grant, M., eds. *Alcoholism: New Knowledge and New Responses*. Baltimore, MD: University Park Press, 1976. pp. 78–87.

A brief sketch of Britain's various licensing laws for controlling supply and consumption of alcoholic beverages is presented along with the author's comments on the efficacy of such laws. It is the author's contention that poverty, not laws, has been the main factor in periods of decreasing alcohol consumption. (12 references)

Dealing with alcoholism. *British Medical Journal*, 2:902, 1976.

The issues raised at the alcoholism symposium held in 1976 at the Institute of Psychiatry in London are summarized and commented upon. The controversial issues concerned the recently proposed changes in the liquor licensing laws, the effect of alcohol availability on harmful drinking, and recent studies showing that remission ("normal" drinking) is far more frequent than total abstinence, the usual treatment goal.

Faris, D. Prevention of alcoholism and economic alcoholism. *Preventive Medicine*, 3:36–48, 1974.

The author presents the social-health approach to the prevention of alcoholism recommended by the Liquor Regulations Committee of the Saskatchewan legislature. This approach suggests the need for a pricing policy to reduce overall alcohol consumption and thereby reduce alcoholism. (11 references)

Glatt, M.M. Liquor licensing and public health. *British Medical Journal*, 1:768–769, 1976.

The author contends in a reply to an editorial on liquor licensing and public health that a decrease in the incidence of alcoholism in Britain occurred shortly after the severe restrictive legislation during World War I. Restrictions on the availability of alcohol can be viewed as preventive measures. Greater support in the opposition of liberalized legislation from the medical profession is urged.

Globetti, Gerald. Efforts to control alcoholic beverages and drugs in the United States. In: *Proceedings of the 10th Southeastern School of Alcohol Studies*. 1970. pp. 57–74.

Narcotic addiction and alcohol and drug abuse evoke much public concern regarding their management and control. Viewpoints vary from prohibition to ambulatory treatment. The goal of all drug control measures is, in general, the enhancement of the common or social well-being. The controversy, therefore, focuses on the best method of reaching the objectives rather than on the objectives themselves. (40 references)

Horner, J.S. Liquor licensing and public health. *British Medical Journal*, 1:768, 1976.

Issue is taken with response to an editorial on liquor licensing and public health. Historically, restrictions on alcohol consumption in England have proven successful in their objective, while a dramatic and progressive increase in alcohol consumption has occurred since the liberalization of alcohol legislation in the 1960s. Liberalizing the laws further would be taking a dangerously opposite approach to previously successful efforts.

McKechnie, R.J.; Cameron, I.; Cameron, D.; and Muir, T.T. Liquor licensing and public health. *British Medical Journal*, 1:1145, 1976.

It is argued that there is a lack of clear evidence supporting the relationship between alcohol availability and the incidence of alcoholism; some localities with relatively low consumption rates have high alcoholism and alcohol-related mortality rates. A united stand by the medical profession against pending legislation would be premature and based on subjective rather than scientific evidence.

Popham, R.E., and Schmidt, W. Effectiveness of legal measures in the prevention of alcohol problems. *Addictive Diseases*, 2(3):497–513, 1976.

This article assesses evidence bearing on the effectiveness of legal measures believed to have some primary preventive value.

Popham, Robert E.; Schmidt, Wolfgang; and DeLint, Jan. Effects of legal restraint on drinking. In: Yissin, Benjamin, and Begleiter, Henri, eds. *Social Aspects of Alcoholism*, New York: Plenum Press, 1976, pp. 579–625.

Focus is on legislation and derivative measures intended to prevent the occurrence of alcohol problems through regulation of the amount or character of alcohol consumption. Topics covered include: regulation of type and location of outlets. control of hours and days of sale, limitation of drinking age, price control, and differential taxation. (151 references)

———. Prevention of alcoholism: Epidemiological studies of the effects of government control measures. *British Journal of Addiction*, 70(2):125–144, 1975. (A more detailed exposition of these issues appears in J.A. Ewing and B.A. Rouse, eds. *Drinking*. Chicago: Nelson-Hall, 1978, pp. 239–266. Same authors.)

The authors present relative price manipulation of alcohol as a powerful government instrument in controlling the prevalence of hazardous drinking and alcoholism. A taxation policy which might prevent drinking increases is outlined, along with appropriate public education programs to implement policy and political feasibility. (83 references)

Rankin, James G. The politics of alcohol use (excerpts). *Melwood Farm Newsletter*, 13(11):1–2, November 1976.

A discussion is presented concerning various past and present political

approaches to alcohol use. It seems unlikely that the general public would support a level of taxation and law enforcement which would be required to bring about a substantial change in heavy alcohol consumption. It should be emphasized that no matter how thoretically worthwhile the economic control of alcohol consumption appears, it can only be effective if it is supported by a committed electorate, knowledgeable about the problems of drug abuse and how these problems may be solved. One of the important aims of education is to create such a population which not only supports, but demands, effective government control of the rising per capita consumption of alcohol.

Ritson, Bruce. Alcohol and education. In: Madden, J.S.; Walker, Robin; and Kenyon, W.H., eds. *Alcoholism and Drug Dependence.* New York: Plenum Press, 1977. pp. 457–463.

The author considers means for controlling the availability of alcohol as a way to change the environment in which drinking takes place. Among these are fiscal and licensing legislation, limiting hours of service, and levying a tax on alcoholic beverages. Control of alcohol-related advertising is also considered as another means for making primary prevention effective. (10 references)

Room, Robin. "Regulating Trade Relations and the Minimization of Alcohol Problems." Presented at: Hearing of the California Senate Committee on Governmental Organization, 26 November 1973. 8 pp.

The author, in assessing the effects of California's "tied-house" laws on minimizing alcohol problems, points out that any such effects are extremely small. It is contended that if State policy is to limit consumption, this can be accomplished more effectively than tied-house laws by either raising State taxes on alcohol or limiting hours of sale.

Ryback, R.S. Teen-age alcoholism, medicine, and the law. *New England Journal of Medicine*, 293:719–721, 1975.

The increasing prevalence of teenage drinking and alcoholism and their relationship to lowered alcohol purchasing ages are discussed. Alcoholism must be acknowledged as a health concern by the medical profession and a social problem by communities and States, but the answer is in prevention. Raising the legal alcoholic beverage purchasing age to 19 would at least help to remove alcohol from the high school social scene.

Schneble, Horst. Traffic politics in Western Germany as a warning to others. *Blutalkohol*, 10(3):182–185, 1973.

The DWI laws in West Germany are considered in the context of a discussion of the legislative trend in that country. The current emphasis on "resocialization" in lieu of criminal proceedings in traffic safety legislation and the often unbearable consequences of this approach are noted.

Study in the Actual Effects of Alcoholic Beverage Control Laws, Vols. 1 and 2. Report, Medicine in the Public Interest, Inc., Washington, D.C., 1976.

Existing ABC laws, aimed primarily at regulation of the liquor industry, have a number of direct and indirect effects on the incidence, patterns, and circumstances of alcoholic beverage consumption, although little official notice has been given to the system's potential effects on public health. It is recommended that these laws be examined with a view toward defining their role in alcoholism prevention efforts.

Trillat, J. "Alcohol Prevention in France." Presented at: 22nd International Institute on the Prevention and Treatment of Alcoholism (Vigo, Spain), 7–12 June 1976. 19 pp.

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Measures proposed by the French High Commission of Study and Information on Alcoholism aim at the reduction of alcohol availability. It is felt that beyond legal and regulatory restrictions, efforts must also be made to change social attitudes concerning drunkeness and alcoholism.

Vladeck, B.C., and Weiss. R.J. Policy alternatives for alcohol control. *American Journal of Public Health*, 65:1340–1342, 1975.

The author contends that although prevention of alcoholism appears to be far more cost effective than treatment, an attempt to reduce alcoholism by controlling the distribution and consumption of alcohol might be neither feasible nor desirable. Little is known about the benefits of control mechanisms or about effective techniques for inducing health-related behavioral changes through educational or informational strategies; moreover, the question of control concerns the equity and rights of individuals and groups.

Zylman, R. Drinking practices among youth are changing regardless of legal drinking age. *Journal of Traffic Safety Education*, 24(1):31–32,37, 1976.

Major changes in social norms are occurring among youth; the increase in alcohol use by teenagers is more closely related to relaxed attitudes by parents and society in general than to changes in legal age laws. Withholding the right to drink at 18, or rescinding the right once it is granted, will alienate the majority of youth because of a few potential misusers.

EVALUATION

"Alcohol education in the classroom, evaluation report #8, background and summary of: Selected findings on the impact of the CASPAR Alcohol Education Program on teacher training and curriculum implementation." Report, CASPAR Alcohol Education Program, Somerville, MA, February 1978. 36 pp.

This report summarizes a 467 page document which examines the short-term impact of alcohol education on students in grades 7–12 as taught by teachers who have had 20–40 hours of training from the CASPAR Alcohol Education Program. Pre-post gains in Somerville were due to students' changing from uncertain to positive responses. In comparison to a control community's approach to alcohol education, CASPAR's curriculum which stresses teacher training and proper implementation was found to be more effective.

Bard, B. Failure of our school drug abuse programs. *Phi Delta Kappan*, 57(4): 251–255, 1975.

The article outlines possible reasons why, in this author's opinion, drug education in public schools is not working.

Blane, H.T., and Hewitt, L.E. "Mass Media, Public Education and Alcohol: A State-of-the-Art Review." Report, National Institute on Alcohol Abuse and Alcoholism. Rockville, Maryland. 87 pp.

Specific, recent mass media programs designed to alter information levels or behavior regarding alcohol use are discussed, as is evaluation research on the effectiveness of such programming. The relationship of advertising and marketing to alcohol consumption is also examined. Finally, recommendations concerning future mass medium strategies and research needs are offered. (192 references)

Braucht, G. Nicholas; Follingstad. Diane; Brakarsh, Daniel; and Berry, K.L. Drug education: A review of goals, approaches and effectiveness, and a paradigm for evaluation. *Quarterly Journal of Studies on Alcohol*, 34(4–A): 1279–1292, December 1973.

Findings indicate that educational and legal programs have not yet effected a decline in alcohol or drug abuse. Programs usually operate without systematic goals and do not appear to be based on consistent psychological or educational rationales. Suggestions for future research are outlined. (27 references)

Bruen, Warwick. Effectiveness of program to prevent drinking problems: A review. *Australian Journal of Alcoholism and Drug Dependence*, 4(4):112–116, 1977.

The prevention approach to alcoholism is evaluated in this review of literature, with emphasis on two subject areas: 1) prevention of excessive drinking, and 2) prevention of problems due to drinking. Evidence for the effectiveness of legislative, educational, cost-control, and cultural change programs is reviewed. The general absence of proven effectiveness of programs is noted, and some suggestions for future research are offered. (22 references)

Bucky, S.F. *1976 Evaluation of the Navy's Alcohol Rehabilitation Programs.* Navy Alcohol Rehabiltation Center, 1977. 18 pp.

The purpose of this paper is to describe briefly the Navy's alcohol rehabilitation and prevention program and to discuss research completed through 1976 to measure effectiveness of the program.

Cahalan, Don; Roizen, Ronald; and Room, Robin. "Findings of a Statewide California Survey on Attitudes Related to Control of Drinking Problems."

Presented at: Expert Conference on the Prevention of Alcohol Problems (Berkeley, California), 9–11 December 1974, 63 pp.

The design of the survey to review drinking behavior, alcohol abuse or alcoholism, and prevention and treatment measures consisted of primary sampling points. with probability of selection in proportion to population. A two-stage statistical weighting procedure was applied to the data. Tables and a copy of the interview questionnaire are included.

Capone, Thomas; McLaughlin, James H.; and Smith, Frederick. Peer group leadership program in drug abuse prevention, 1970–1971 academic year. *Journal of Drug Education*, 3(3):201–245, Fall 1973.

Reviews and evaluates the initial year of an innovative peer group approach to drug abuse prevention in the schools of New York City. The history, goals, structure, and distinctive features of the program are described. Conclusions and recommendations relative to the program are presented.

Carifio, James, and Biron, Ronald. Collecting sensitive data anonymously: the CDRGP technique. *Journal of Alcohol and Drug Education*, 23(2):47–66, Winter 1978.

The CDRGP technique proposes a method to collect and preserve sensitive data anonymously in order to make multiple time-point observations. The technique was field-tested with 259 7th, 10th, and 12th grade students who were exposed to a 10-unit, 2-week alcohol education curriculum. The multiple time-point data collected proved connectable for 98 percent of the cases; and the technique was found to have a high degree of credibility with students.

"Communications Strategies on Alcohol and Highway Safety (Volume 1—Adults 18–55)." Report for the U.S. Department of Transportation, Grey Advertising, Inc., New York, NY, 1975, 230 pp.

Results of a national study of adults aged 18–55 dealing with drinking and driving risk, attitudes towards drunk driving action, and communications strategies for encouraging personal action to prevent drunk driving are reported. Findings and recommendations based on a probability sample of 1600 persons are presented, and target populations for advertising are differentiated on the basis of life styles and personality profiles. (21 references)

Connor, B.C. "An Evaluation of Alcohol Education Methods." Dissertation, University of Pittsburgh. Ann Arbor, MI: University Microfilms No. 74–21655, 1974.

The efficacy of lecture and small-discussion-group methods in increasing knowledge and effecting attitude changes about drinking and alcoholism was studied among 100 mental health workers (aged 18 to 56, 33 men) from seven community centers in Pennsylvania who participated in five weekly alcohol education sessions. It was concluded that it is a relatively easy task to change levels of information, but attitude change is a more complex process. No significant changes in attitude were found.

Goodstadt, Michael S. "Education and Prevention—Where Do We Go From Here?" Presented at: Summer School on Alcohol and Drugs (Calgary, Alberta), August 1974. 22 pp.

A review of prior and present drug education reveals a growing sensitivity to the total set of social and psychological dynamics involved in drug use and drug education. The future of drug education would seem to be dependent upon learning from the unrewarding experience of previous drug education efforts, togther with the insights derived from careful study of the social sciences.

Grizzle, G.A. Preventing drug abuse; a comparison of education, treatment and law enforcement approaches. *Criminal Justice and Behavior*, 2(4):372–382.

This article compares five approaches to drug abuse prevention—one education program, two treatment programs, and two law enforcement approaches.

Gusfield, Joseph R. Prevention of drinking problems. In: Filstead, W.; Rossi, J.; and Keller, M., eds. *Alcohol and Alcohol Problems*. Cambridge, MA: Ballinger, 1976. pp. 267–291.

It is noted that methods of prevention utilized in the field of public alcohol policy have generally depended upon the character of the problem as it is perceived by those who devise such policies. It is asserted that alternative prevention approaches must be designed to consider situational rather than individualistic approaches. (46 references)

Harford, Thomas. "Policy Implications of a Contextual Analysis of Drinking." Presented at: 21st International Institute on the Prevention and Treatment of Alcoholism (Helsinki, Finland), 9–15 June 1975. 22 pp.

The implications of context in different models of prevention, the studies on which these variables are related to drinking behavior, and the methodological considerations for measuring context are examined. (40 references)

Kinder, Bill N. Attitudes toward alcohol and drug abuse: II. Experimental data, mass media research, and methodological considerations. *International Journal of the Addictions*, 10(6):1035–1054, 1975.

Research findings on the relationship of attitudes to factual knowledge concerning alcohol and drug abuse were reviewed, with special emphasis on the effects of drug and alcohol education programs and of the mass media on such attitudes. The data revealed that knowledge was not consistently correlated with attitudes. Drug education programs were found to be of little effectiveness in inducing attitude changes, and the effects of the mass media were largely anecdotal and speculative.

Moore, William S.; Imperial, Jose F.; and Tunstall, Joan. "Systems Analysis of Alcohol Countermeasures." Report, General Research Corporation, McLean, Virginia, 1976. 190 pp.

The general approach used in this study was to calculate a set of cost/effectiveness ratios for each countermeasure based on the mode or level of application. Potentials of each measure were assessed according to benefit/cost ratios combined with aspects of social, technological, and legal feasibility. (21 references)

Namakkal, Sam; Mangen, David; and Morgan, Douglas. "Researching Mass Media Prevention Messages: A Study of Seventh and Eighth Graders in the State of Minnesota." Report to the Minnesota Department of Public Welfare, St. Paul, MN, 1978. 14 pp.

This 14-page summary of a much longer study provides the results of a market analysis conducted with seventh and eighth graders (N=3300). Clusters of students were established and an assessment was made of the influence of background and interpersonal characteristics on drug use and drug using attitudes. A very strong peer network among both abstainers and high risk users and a leaderless and nonaligned group of moderate risk users with a weak peer network are identified. Implications of this analysis for media messages as well as community preventers are suggested.

Nichols, James L. Managing DWI cases through evaluation. *Traffic Safety*, 77(10):8–10,40, 1977.

It is felt that accurate feedback regarding program effectiveness is an absolute necessity. Without the pressure of rigorous evaluation efforts, there will be little incentive or direction for educators, therapists, or administrators to improve their programs of treatment and prevention.

Paschall, Kenneth E. "Effect of the Presence of an Authority Figure on Audience Participation in a Publicly Displayed Alcoholism Education Exhibit." Thesis, Florida Technological University at Orlando, 1974. 70 pp.

A study of audience participation at alcoholism education exhibits indicates that neither exhibits nor exhibit attendees by themselves have any significant effect on the viewers. Criteria for additional studies in this area are recommended. (18 references)

Phelps, Donald G. "Value Identification: The First Step." Presented at: 24th Annual Meeting of the Alcohol and Drug Problems Association (Bloomington, Minnesota), 24 September 1973.

NIAAA has established as its long-range goal the development of effective and practical methods of preventing the abuse and misuse of alcohol and the testing and evaluating of the effectiveness of these methods. NIAAA bases its approach to alcohol abuse education on "value identification," which constitutes the first step in responsible decision-making.

Pierce, ¹; Hieatt, D.; and Goodstadt, M. Experimental evaluation of a community-based campaign against drinking and driving. In: Israelstam, S., and Lambert, S., eds. *Alcohol, Drugs, and Traffic Safety*. Toronto, Canada: Addiction Research Foundation, 1975. pp. 869–879.

The results of a study on the effectiveness of different drinking/driving campaign components are reported. The campaign was effective in increasing the number of subjects who reported not driving when they were drunk.

"Public Awareness of a NIAAA Advertising Campaign and Public Attitudes Toward Drinking and Alcohol Abuse. Phase 1." Report, Louis Harris and Associates, Inc., New York, N.Y., 1972. 185 pp.

This is the first part of a 4-phase report of an interview survey designed to gauge the awareness of, and attitudes toward, the NIAAA advertising campaign. The compaign deals with the dangers of alcohol abuse and alcoholism. Phase 1 includes a "wrong index," derived from questions concerning the relationship between drinking frequency and individual problems. (See other phases listed separately.)

"Public Awareness of a NIAAA Advertising Campaign and Public Attitudes Toward Drinking and Alcohol Abuse, Phase 2." Report, Louis Harris and Associates, Inc., New York, N.Y., 1973. 53 pp.

This is the second part of a 4-phase report of an interview survey designed to gauge the awareness of, and attitudes toward, the NIAAA advertising campaign. The compaign deals with the dangers of alcohol abuse and alcoholism. Phase 2 focuses on trends in attitudes about alcohol and the relationships between television viewing and advertising awareness. (See other phases listed separately.)

"Public Awareness of a NIAAA Advertising Campaign and Public Attitudes Toward Drinking and Alcohol Abuse, Phase 3." Report, Louis Harris and Associates, Inc., New York, N.Y., 1973. 112 pp.

This is the third part of a 4-phase report of an interview survey designed to gauge the awareness of, and attitudes toward, the NIAAA advertising campaign. The compaign deals with the dangers of alcohol

abuse and alcoholism. Phase 3 provides data regarding the ability of respondents to recall alcohol-related and specific NIAAA advertisements. (See other phases listed separately.)

"Public Awareness of a NIAAA Advertising Campaign and Public Attitudes Toward Drinking and Alcohol Abuse, Phase 4." Report, Louis Harris and Associates, Inc., New York, N.Y., 1974. 164 pp.

This is the final part of a 4-phase report of an interview survey designed to gauge the awareness of, and attitudes toward, the NIAAA advertising campaign. The campaign deals with the dangers of alcohol abuse and alcoholism. Phase 4 includes observations, conclusions, and recommendations. (See other phases listed separately.)

Rappeport, Michael; Labow, Patricia; and Williams, Janet. "The Public Evaluates the NIAAA Public Education Campaign." Study, Opinion Research Corporation. Princeton, New Jersey, 1975. 117 pp.

Educational campaigns are analyzed in terms of public recognition and recall and public reaction to 12 specific advertisements. Drinking behavior, attitudes, and knowledge about alcohol are described and these variables are introduced in an analysis of the advertisements and the overall impact of the education campaign with various kinds of drinkers.

"Report of the Wave II vs. Wave I Tracking Study." Report for the U.S. Department of Transportation, National Highway Traffic Safety Administration, Grey Advertising, Inc., New York, NY, 1976, 27 pp.

Results of a tracking study to evaluate the effectiveness of a radio, TV, and print media campaign on alcohol and highway safety conducted for NHTSA by Gray Advertising, Inc. are presented. Key findings are cited in terms of: 1) the significance of the drunk driving problem and participation in alcohol related situations; 2) concern and awareness of the potential DWI situation and knowledge of relevant NHTSA advertising; 3) understanding of both the myth of black coffee as a sobering agent and the question of the potency of beer and wine; 4) involvement in countermeasure activities and the likelihood of individual countermeasures; and, 5) awareness of antidrunk driving communications. The design of the study and the population sampling procedures are also described, and implications of the findings for future communications programming are noted.

"Review of State and Community Highway Alcohol Safety Projects: A Study of the Stimulus Effect of NHTSA Alcohol Safety Programs." Report, Planning and Human Systems, Inc., Washington, D.C., 1976. 98 pp.

The appendices of a report to determine the stimulus effect and impact of the ASAP and other Federal alcohol safety programs on State and community highway alcohol safety projects are outlined. Site visit reports for 15 programs are reviewed. (20 references)

Robertson, Leon S. "Evaluation of Community Programmes." Presented at: Seventh International Conference of Alcohol, Drugs and Traffic Safety (Melbourne, Australia), 23–28 January 1977.

Community action programs, education, and increased law enforcement are cited as being only temporarily effective, at best, in curbing motor vehicle crashes caused by problem drinkers. Prevention of these losses rests primarily with improvements in vehicle and environmental crashworthiness.

Room, Robin. "Draft Position Paper: Policy Initiatives in Alcohol Problems Prevention." Report, University of California School of Public Health, Social Research Group, Berkeley, 1976. 126 pp.

The author, in a position paper draft, calls for a reexamination of current national policies and programs directed at alcohol-related problems. Topics discussed in this paper are: targets and strategies of prevention; institutions and agencies for prevention programs; disaggregation and coherent policy-making; and functions of the NIAAA's Division of Prevention.

———. Minimizing alcohol problems. In: Chafetz, Morris, ed. *Proceedings of the 4th Annual Alcoholism Conference of the National Institute on Alcohol Abuse and Alcoholism*. Washington, DC: Government Printing Office, 1975. pp. 379–393.

The author examines concepts of alcoholism prevention, noting that preventive efforts directed at a population with one kind of drinking problem are too often presumed to automatically reach populations with other kinds of drinking problems. The author suggests that an alternative to efforts at prevention of alcoholism might be efforts toward the minimization of alcohol problems. (35 references)

Schaps, Eric; Adams, William T.; and Resnik, Henry S. *Balancing Head and Heart*, Vol. 3: *Implementation and Resources*. LaFayette, CA: Prevention Materials Institute Press, 1975. 192 pp.

A guide for organizing, fundings, and evaluating drug and alcohol prevention programs is presented. A survey of 19 existing programs considered by the authors to be of high quality is included. (9 references)

Schaps, Eric; DiBartolo, Russell; Palley, Carol S.; and Churgin, Shoshanna. "Primary Prevention Evaluation Research: A Review of 127 Program Evaluations." Report to the National Institute on Drug Abuse, March 1978. 52 pp.

This review examines evaluations of 127 primary prevention programs. Each study had been reviewed along 70 programming and research dimensions. Trends in programming and research are described. Prevention program evaluations reviewed demonstrated only slight effectiveness in influencing behaviors and attitudes. Recommendations for future evaluations are offered.

Schuckit, Marc A. "Alcoholism Treatment as a Means of Prevention." Report, Navy Health Research Center, San Diego, California, 1974. 21 pp.

An evaluation of treatment and prevention programs is intended to show that treatment and research are the unitary phenomena, while primary, secondary, and tertiary prevention are the natural results of good treatment. Recommendations for the development and evaluation of alcoholism prevention programs are given. (54 references)

Segal, Boris M. Drinking and alcoholism in Russia. *Psychiatric Opinion*, 12(9):21–29, 1975.

The author contends that an apparent lack of success in the areas of alcohol prevention, treatment, and research in Russia is due to the general unavailability of funds and the low prestige attached to the alcohol field within Soviet medical circles. (33 references)

Selig, A.L. Program planning, evaluation, and the problem of alcoholism. *American Journal of Psychiatry*, 65(1):72–75, 1975.

Program planning and evaluation concepts are applied to the problem of alcoholism prevention and rehabilitation.

Tennant, F.S., and Weaver, S.C. Effectiveness of drug education programs for secondary school students. *American Journal of Psychiatry*, 130(7):812–814, 1973.

The authors evaluate an intensive drug education program for eighth grade students.

Wallack, L.M. "An Assessment of Drinking Patterns, Problems, Knowledge and Attitudes In Three Northern California Communities." Report, School of Public Health, University of California, Berkeley, California, April 1978.

This is a thorough report that describes the three study sites of the California Prevention Demonstration Program. The study covers the following topics: drinking patterns, drinking problems, intoxication, radio and television habits, exposure to alcohol-related messages, perceptions of community problems, knowledge and attitudes about alcohol-related issues, perceptions of community norms, and social contexts of drinking. There are detailed charts, statistics, and questionnaires accompanying each chapter. The report will serve as a tool for future planning activities related to prevention demonstration.

Williams, Allan F.; DiCicco, Lena M.; and Unterberger, Hilma. Philosophy and evaluation of an alcohol education program. *Quarterly Journal of Studies on Alcohol*, 29(3):685–702, September 1968.

Evaluation of a student centered, decision-making program of alcohol education involving high school juniors is described. Pre and post questionnaires were administered before and immediately after the teaching program, 1 month and 1 year later. One year later, knowledge gains remained; attitude effects were no longer apparent. However, the students who underwent the alcohol education became intoxicated less frequently; 33 percent of the experimental and 60 percent of the control subjects became intoxicated five or more times during the ensuring year.

Zador, Paul. Statistical evaluation of the effectiveness of "Alcohol Safety Action Projects." *Accident Analysis and Prevention*, 8:51–66, 1976.

An evaluation is made of the Alcohol Safety Action Projects, a component of a program initiated in 1969 by the U.S. Department of Transportation intended to reduce alcohol-related highway deaths and injuries. A comparison of motor vehicle crash fatalities between communities that implemented the program and those that did not found no evidence of program effectiveness. (20 references)

Zylman, Richard. DWI enforcement programs: Why are they not more effective? *Accident Analysis and Prevention*, 7:179–190, 1975.

Enforcement-oriented countermeasure programs to prevent alcohol-related fatal crashes in the United States have not been effective, according to the author, because they have misstated facts and based their programs on a number of misconceptions. It is concluded that the focus of research must be turned from drinking per se to other factors and conditions that precede the fatal crash. (20 references)

MEDIA

Beyers, Charlotte K. Can health habits really be changed? *Prism*:13–17, 66–67, May 1974.

An ongoing project of the Stanford University Medical School, which is attempting to determine whether mass communication techniques can so motivate people that they will avoid needless heart and circulatory disease, is described. It marks the first time that a multifactor, bilingual campaign has been waged against premature death from heart disease. Knowledge of risk factors is stressed, including exercise, fatty food intake, smoking, and alcohol consumption. Some preliminary results are discussed.

Blane, Howard T. "Education and the Mass Media in the Reduction of Alcohol Problems." Presented at: NCA Regional Conference on Adolescent Alcohol Education (Lancaster, Pennsylvania), 5–6 February 1975. 16 pp.

The author reviews the roles of various approaches to alcohol education and the mass media in preventing alcohol problems. Five educational stances on alcohol use are presented: temperance, objective fact, responsible drinking, value clarification and sharing, and expedient exhortation. The focus of the mass media since 1972 has been on drinking/driving and responsible drinking campaigns. Extent of coverage and target groups are reviewed and campaign impact is evaluated. (16 references

Blane, H.T., and Hewitt, L.E. "Mass Media, Public Education and Alcohol: A State-of-the-Art Review." Report, National Institute on Alcohol Abuse and Alcoholism, Rockville, Maryland. 87 pp.

Specific, recent mass media programs designed to alter information levels or behavior regarding alcohol use are discussed, as is evaluation research on the effectiveness of such programming. The relationship of advertising and marketing to alcohol consumption is also examined. Finally, recommendations concerning future mass medium strategies and research needs are offered. (192 references)

Brooke, Pamela. The story behind NHTSA's drunk driving TV campaign. *Traffic Safety*:16–18, 34–36, December 1976.

The current focus of the National Highway Traffic Safety Administration's TV campaign is to effectively educate the public through a mass media campaign. By showing two short commercials, "Teddy" and "The Bartender," NHTSA emphasizes friendship as a means to prevent drunken driving. The slogan that appeared in both commercials is "friends don't let friends drive drunk." In addition to the play on friendship, the commercials subtly dispel some myths about drinking and driving. The effectiveness of the campaign can be seen through a survey NHTSA took after the commercials were aired.

Cahalan, Don. "California Alcohol Problem-Minimization Experiment: A Progress Report." Presented at: 4th Annual Conference on Policy Alternatives on the Control of Alcohol Abuse (University of Washington, Seattle), 27 July 1977. 29 pp.

Expectations concerning the future of California's efforts to reduce excessive drinking are reported. The design for the media campaign consists of a single urban area model selected for a TV campaign of 30-second spots augmented by person-to-person communications. (13 references)

Calmes, Robert E., and Alexander, Sharon D. PAL—a plan for prevention of alcohol abuse: Some evaluative afterthoughts. *Journal of Alcohol and Drug Education*, 23(1):2–5, 1977.

The "Prevent Alcoholism" (PAL) project, a media-oriented approach to the prevention of alcohol abuse and related problems, was evaluated by the authors, who describe results as "optimistic" in outlook. (14 references)

Clark, Walter B., and Mitchell, Andrea, "Advertising of Alcoholic Beverages." Report No. 2 of the University of California School of Public Health, Social Research Group, Berkeley, April 1976. 27 pp.

Discussions in this review are focused on aspects of liquor advertising and effects of antialcoholism campaigns. Antismoking and antidrinking campaigns, while having some effect, did not cause massive changes in behavior. It is suggested that programs be developed to evaluate mass media campaigns. (26 references)

Dickman, F.B., and Kiel, T.J. Public television and public health; the case of alcoholism. *Journal of Studies on Alcohol*, 38:584–592, 1977.

A telephone survey of a stratified random sample of 1200 residents was conducted after the last program in a five-part television series designed to increase public awareness of alcohol problems and to stimulate corrective action. Mass media programs introduced people more effectively to the campaign than did interpersonal or organizational efforts. The campaign did not motivate viewers with alcohol problems to seek treatment: 23 percent said it had motivated them; 46 percent said it had not; 30.7 percent were not sure. Thus, the campaign did more to heighten awareness of alcoholism than to motivate corrective action. It is suggested that public service programming on commercial television networks may reach a wider audience.

Farmer, Philip J. "'The Edmonton Study'—a Pilot Study to Demonstrate the Effectiveness of a Public Information Campaign on the Subject of Drinking and Driving." Presented at: 6th International Conference on Alcohol, Drugs, and Traffic Safety (Toronto, Canada), 8–13 September 1974. 26 pp.

The Edmonton campaign against drinking and driving significantly decreased the proportion of alcohol-impaired drivers on the road. Factual information and practical suggestions, distributed in Edmonton as placemats, posters, and payroll stuffers, were well received by the public and widely disseminated by the mass media. (4 references)

Guntern, G. Alcoholism and environment. *Schweizerische Rundschau Fur Medizin*, 63(38): 1149–1155, 1974.

The homeostatic tendency of the alcoholic environment and the significance of this tendency for the development of drinking patterns and for the treatment of alcoholism are discussed. The task of prevention is to improve the patterns of learning which contribute to alcohol abuse, particularly through the use of mass media to provide behavioral models for the young. (25 references)

Hadlock, Tom. Multi-media campaign of Grey Advertising for NHTSA. In: *Alcohol/Safety Public Information Campaigns: Seminar No. 6.* New York: Public Communication Group, Highway Safety Research Institute, University of Michigan at Ann Arbor, 1975. pp. 68–81.

The stated goal of the campaign is to prevent alcohol-impaired individuals from driving by enlisting the support of the drinker-involved public. It was found that while public service directors respond to a good campaign, they will lose interest unless continually supplied with new material.

Lonero, Lawrence P. Countermeasures—a community based campaign for the prevention of drunk driving: An experimental evaluation. In: *Proceedings of the Scientific Conference on Traffic Safety.* Ottawa, Canada: Traffic Injury Research Foundation of Canada, the Department of National Health and Welfare, and the Ministry of Transport, 1974, pp. 1–7.

A publicity campaign stressing community involvement and action in the prevention of drunk driving is described. It is concluded that more intense campaign components must be developed to ensure an effective countermeasure program against drunk driving.

Looney, Michael A. "Pilot Study of College Student Evaluation of NIAAA Commercials." Report, California Polytechnic State University, Student Health Service, San Luis Obispo, 1975. 15 pp.

An attempt was made to determine if a young adult college student population felt the mass media messages were directed to them and to determine if the commercials were preventive in nature. It is felt by the author that the commercials were more remedial (tertiary prevention) than preventive. It is recommended that a preventive media message would be the most effective way to reach young people.

McEwen, William J., and Hanneman, Gerhard. The depiction of drug use in television programming. *Journal of Drug Education,* 4(3):281–294, Fall 1974.

This article suggests that complete evaluation of anti-drug abuse campaigns should examine not only the messages created, but the programming content which makes up the information environment for those receiving the messages. A content analysis of commercial messages, public service announcements, and TV programs shown during prime time indicates that far more messages propose an increase in the use of specified drugs (all licit) than warn of the possible dangers of the abuse of illicit or licit drugs. It is concluded that commercial appeals promoting chemical agent use and programming which largely neglects abuse potentials suggest caution for the strategy planner and questions for media programmers.

"Uniform Standards for Advertising of Alcoholic Beverages in Newspapers and Magazines." Study, the Joint Committee of the States to Study Alcoholic Beverage Laws, Washington, D.C., 1975. 105 pp.

This is a revision of a 1963 study of the effort to achieve a unified approach to newspaper and magazine alcoholic beverage advertising. The study presents a brief history of advertising, a progression of alcoholic beverage advertising, dual responsibilities at the two levels of government, efforts to establish uniformity in advertising control, and the influence of advertising on specific issues.

O'Keefe, Timothy M. Sometimes allies: The mass media and drug abuse education. In: Goodstadt, M.S., ed. *Research on Methods and Programs of Drug Education.* Toronto, Canada: Alcoholism and Drug Addiction Research Foundation of Ontario, 1974. pp. 27–52.

Evidence suggests that information presented through mass media is successful in changing attitudes but not existing behavior for drug and alcohol abuses. Research involving the use of mass communication reveals that its most effective use is reinforcement of proper attitudes and practices previously instilled in the audience. Mass media are more effective in prevention of substance abuse than in rehabilitation and reform. (42 references)

Peterson, W. Jack, and Heasley, Robert B. "Study of the Effectiveness of Advertising in Changing Attitudes Toward Alcoholism in Nine Alaskan Com-

munities." Report, University of Alaska Center for Alcohol and Addiction, Anchorage, 1977. 137 pp.

This survey updates a survey begun in 1974 to test the effects of a statewide multimedia campaign aimed at changing attitudes toward alcohol. Some 20 percent of the respondents acknowledged that the media campaign had made them more conscious of alcohol problems.

"Report of the Wave II vs. Wave I Tracking Study." Report for the U.S. Department of Transportation, National Highway Traffic Safety Administration, Grey Advertising, Inc., New York, NY, 1976, 27 pp.

Results of a tracking study to evaluate the effectiveness of a radio, TV, and print media campaign on alcohol and highway safety conducted for NHTSA by Grey Advertising, Inc. are presented. Key findings are cited in terms of: 1) the significance of the drunk driving problem and participation in alcohol related situations; 2) concern and awareness of the potential DWI situation and knowledge of relevant NHTSA advertising; 3) understanding of both the myth of black coffee as a sobering agent and the question of the potency of beer and wine; 4) involvement in countermeasure activities and the likelihood of individual countermeasures; and 5) awareness of antidrunk driving communications. The design of the study and the population sampling procedures are also described, and implications of the findings for future communications programming are noted.

Semple, B.M., and Harrow, A. Health education, alcohol and alcoholism in Scotland. *Health Bulletin*, 32(1):31–34, January 1974.

The Scottish Health Unit plan for alcoholism prevention is presented. Campaign objectives included expanding public awareness of social and health consequences of alcoholism. The importance of seeking immediate treatment and the need for providing education programs for health care professionals are emphasized. Press, television, and radio programs are used as vehicles for antialcoholism publicity. (6 references)

Smart, R.G., and Cutler, R.E. The alcohol advertising ban in British Columbia: Problems and effects on beverage consumption. *British Journal of Addiction*, 71:13–21, 1976.

The ban on alcohol and tobacco advertising in British Columbia, which was passed on September 1, 1971, and lifted on October 31, 1972, was beset with various serious problems, including lack of community and mass media support. No specific penalties were provided and any citizen had the right to seek a court injunction against violators without having to prove damages.

Swinehart, James W. Public information programs related to alcohol, drugs, and traffic safety. In: Israelstam, S., and Lambert, S., eds. *Alcohol, Drugs, and Traffic Safety*. Toronto, Canada: Addiction Research Foundation, 1975. pp. 799–811.

The author explores public information programs throughout the United States on alcohol, drugs, and traffic safety in terms of general themes, intended results, and campaign materials. A list of television spots intended to inform the public about DWI problems is presented and includes messages from various alcohol safety action projects.

Whitehead, Paul C. "Public Policy and Alcohol Related Damage: Media Campaigns or Social Controls." Presented at: 4th Annual Summer Conference of the Alcoholism and Drug Abuse Institute (Seattle, Washington), 27–29 July 1977. 21 pp.

The outlook for primary prevention of alcohol-related problems is discussed in the light of unfavorable evaluations of various North American media and public education campaigns focused on "responsible drinking." In their place the adoption of a public policy emphasizing controls on the availability of alcoholic beverages in line with societal objectives is recommended. (23 references)

Wiggins, Xenia R. Alcohol and drug education through the news media. *Journal of Alcohol and Drug Education*, 18(3):25-30, 1973.

The public's identification of the drug problem with youth is to some extent a result of the media's attention to that aspect of drug use. Suggestions for more accurate and effective use of the various news media by drug program directors are given. The problems involved with saturation campaigns are considered.

Wilde, G.J. Evaluation of effectiveness of public education and information programmes related to alcohol, drugs, and traffic safety. In: Israelstam, S., and Lambert, S., eds. *Alcohol, Drugs, and Traffic Safety*. Toronto, Canada: Addiction Research Foundation, 1975. pp. 813–823.

The effectiveness of mass media messages promoting road safety, the design of effective communication programs, and a comparison of media campaigns with alternative countermeasure activities (legislative change and law enforcement) are explored. (37 references)

RESOURCES

AUDIOVISUAL INFORMATION SOURCES

Aims Instructional Media, Inc.
626 Justin Avenue
Glendale, CA 91201

FMS Productions
1040 North Las Palmas Avenue
Los Angeles, CA 90038

McGraw-Hill Films
1221 Avenue of the Americas
New York, NY 10020

The Ounce of Prevention
15900 West Ten Mile Road, Suite 302
Southfield, MI 48075

MULTIMEDIA PREVENTION MATERIALS

Alcohol Education and Prevention. 1975. By Morris E. Chafetz. 45-minute audiocassette, one of a series called "New Directions—Alcoholism." Purchase: Faces West Productions, 170 Ninth Street, San Francisco, CA 94103.

Dr. Chafetz presents a wide-ranging, humorous, and philosophical inquiry into the meaning and nature of education and prevention. He touches on such subjects as individualism, addiction, the role of Government agencies, and the need to study advances in other specialized fields.

DIAL A-L-C-O-H-O-L. 1976. Series of 15-minute color films. Purchase: National Audiovisual Center (NAC), General Services Administration, Washington, DC 20409; free loan: RHR Film Media, Inc., 1212 Avenue of the Americas, New York, NY 10036. Films in the series are:

"Al's Garage." A teen grounded by his father for driving while intoxicated has the consequences of such behavior explained to him by his girlfriend, who works at the local hotline. The teen signs up for a program for problem drivers. Myths and half-truths are dispelled by the kids at the hotline.

"Hotline." The operation of a teen-run hotline is threatened by various setbacks. The help of a young medical researcher is enlisted. A variety of telephone conversations which provide factual and physiological information are woven throughout the film.

"In the Beginning." A young couple planning their wedding encounters a conflict between the religious policy of abstinence of one family and the acceptability of social drinking for the other. Also included is a parallel plot involving a teen whose mother want to teach her the social uses of alcohol.

"The Legend of Paulie Green." Two teens with alcoholism problems—one personal and one with an alcoholic parent—are featured. The teen with the alcoholic parent learns from the hotline about Alateen, which specializes in helping young people cope with the problem of alcoholic parents.

Jackson Junior High. 1976. Series of 15-minute color films. Purchase: National Audiovisual Center (NAC), General Services Administration, Washington, DC 20409; free loan: RHR Film Media, Inc., 1212 Avenue of the Americas, New York, NY 10036. Films in the series are:

"Barbara Murray." A class discussion of whether alcohol is good or bad takes place with a substitute teacher. The teacher is a defensive nondrinker who tries to avoid discussing her attitudes. The film alternates between the teacher's examination of her attitudes and the class discussion about why people drink. It illustrates that peer pressure influences adults as it does young people.

"Like Father, Like Son." A boy's problem with a father who drinks too much is featured. The film suggests methods and sources of help.

"The Party's Over." Some boys disrupt a slumber party with alcohol and cause a scene. The film introduces the problems associated with peer pressure.

"Route 1." An eighth grade science class is studying different kinds of alcohol. A St. Bernard suffering a hangover arrives at school, which triggers a discussion of hangover cures and factual information about alcohol. Animation is used to illustrate the physiological effects of alcohol.

Teenage Alcoholism. 1975. Series of filmstrips with a teacher's guide and casette. Purchase: Eye Gate House, 146–01 Archer Avenue, Jamaica, NY 11435.

Individual titles in this series include "Harry's Story;" "Janet's Story;" "Parents and Alcohol;" and "The Long Road Back." These filmstrips show the serious consequences of alcohol abuse and offer preventive measures.

Teenage Drinking: Alcohol Abuse and Alcoholism. 1975. Two-part filmstrip program with a teacher's manual and cassette. Purchase: Pathescope Educational Media, 71 Weyman Avenue, New Rochelle, NY 10802.

This two-part sound filmstrip program is designed to develop student awareness of the problems of alcohol abuse. The two filmstrips present the social significance of alcohol abuse and the personal effects of alcoholism in the form of interviews with psychologists, sociologists, educators, and recovering teenage alcoholics. The two filmstrips are "Part 1—The Alcohol Abuser" and "Part 2—The Alcoholic Person."

INFORMATION SOURCES/ORGANIZATIONS

Alcohol and Drug Problems Association
of North America
1101 Fifteenth Street, NW, Suite 204
Washington, DC 20005
(202) 452–0990

American Association Against Addictions (AAA)
66 South Miller Road
Akron, OH 44313
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Washington, DC 20035

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Kent, OH 44240

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and Consultants on Alcoholism (ALMACA)
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